

6 HIDDEN Critical Insights in Your Multi-Unit Restaurant Data



How to utilize technology to take command of your multi-unit operations

1 CUSTOMER DATA Identify, activate and reward your customers

Your customers are your greatest asset, and rewarding their repeat business is essential to achieving aggressive growth. By mining the comprehensive customer data that you own, you can determine what your highest spenders have in common, what your regulars love most about your menu, and which ordering channels they prefer.

MORE THAN 5:1 payback in repeat business from loyalty programs



2 PREP DATA Pinpoint common sources of order errors

By tapping into your food prep data, you'll see patterns and can understand which menu items are exceeding desired prep time, which might be consistently error prone, and which don't travel well for delivery and takeout orders. Armed with this information, you can make instantaneous, above-store adjustments to recipes and processes to help the kitchen staff work more efficiently.

CUT 2-6% of operating costs by reducing errors and food waste

3 STAFF DATA Reduce staffing costs with better training (and retaining!) of employees

Understanding staff data has importance beyond accurate and timely payroll processing. When you track and optimize employee onboarding and training in real-time, your new staff will be taking orders on their first day and you'll be trimming 50% off your training costs. Trade the hassles of high-turnover staff for the ROI of high-performing members of your team.

Each restaurant employee can cost **UP TO \$1800** to train



4 OPERATIONAL DATA Streamline and integrate operations to quickly adapt to market trends

As customer preferences change, you need the flexibility to meet their demands and grow your multi-unit operations. Online ordering and delivery management are just the latest examples of capabilities your customers expect. Instead of losing their business to competitors or third-party delivery services, update your technology to meet the expectations of your target market.

Average ticket value from online ordering is **18% HIGHER** than the average in-store check

5 INVENTORY DATA Understand and leverage economies of scale when ordering for your multi-unit operation

Take command of your supply chain by consolidating inventory data across all your franchise locations. You'll find opportunities to exercise your buying power and negotiate down your food costs. By centralizing procurement, you can accurately track your inventory and get competitive pricing on the bulk of your food purchases.

Multi-unit operators can negotiate up to a **30-40%** reduction in food costs



6 PAYMENT DATA Optimize your payment processing for lower fees and faster access to cash

Many operators assume processing payments are simply the cost of doing business. By mining your process fee data, you can analyze which fee model is best for your bottom line (flat rate vs. cost plus). Uncover inefficiencies in your payment processing to maximize profitability.

Payment processors take **UP TO 4%** in fees from every sale

Streamline and scale your multi-unit operations with a comprehensive RMS.

A Restaurant Management System (RMS) combines modern Point-of-Sale capabilities with online ordering, delivery management, loyalty programs, and above-store reporting. Instead of relying on clunky spreadsheet reports for individual locations, upgrade to a complete RMS that you can access anytime, anywhere, from any device. Manage all aspects of your multi-unit operations in a single dashboard, update menus instantaneously, and never miss a hidden insight again!



60% OF FRANCHISES not using an RMS, and in the dark about trends across locations

Ready to learn more?

See how execs just like you have uncovered hidden insights in their restaurant operations.

 **LEARN HOW**