

Business Breakout

The Consultants' Role in Foodservice's Changing Technological Landscape



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Moderator: Joe Carbonara
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Today's Objectives



- Explore the way customer-facing technology impacts foodservice design, equipment selection and more.
- Discuss the changing role of the foodservice consultant in this rapidly changing environment.
- Outline some ways consultants can get up to speed with these technologies.
- Answer your questions!

Marriage of Technology & Foodservice

Operating Hours
Monday to Friday
open 6:00am close 9:00pm
Saturday to Sunday
open 8:00am close 8:00pm

the MARKET
GOURMET EATERY & CATERING

THE PERFECT GIFT
The Market and Filling Station
Gift Cards Are Here!
Buy one For Friends & Family today!

**** SOUP & SPECIALS ****
ROASTED TOMATO W CHEDDAR
BLACK BEAN W SOUR CREAM
WILD MUSHROOM PUREE

GRILLED CHICKEN & GUAC Wrap 11.95
BEAN, SPINACH, AND CHORIZO BAKE
GRILLED HANGER STEAK
MEAT LASAGNA
SAUL'S FRESH GUACAMOLE 13.95/ lb

LEMON GRILLED BRONZINI 11.95
With Side and Salad for Two 21.95

Spring Catering!
Lets Celebrate Spring Together
Talk to us about your upcoming
Events, Parties, Holidays and Functions
The Market Caters....To You!

FRESH BAKED BAGUETTES HOURLY

*Let us do the cooking
you do the bragging*

**order a family style meal
or casually cater your
own event today.**

Tonight's special: Grilled Lemon Herb Bronzino! Sold individually or with your choice of 2 sides.

- Technology solutions impact all of the elements that go into building a successful brand.
- Consultants need to understand technology to be able to better advise their clients.

POS: More than a Cash Register



Your customers' new world:

- All of the information, including sales, should be stored in one database for better analysis and reporting.
- Remote ordering impacts design, space planning and more!
- This technology is here to stay and part of the foodservice value equation.

The Evolution of Technology

- POS is the Holy Grail for operators, who can run everything off it.
- More robust systems mean higher considerably higher expectations.
- More features and functionality but the key is using these systems to their fullest.



POS as a Business Hub



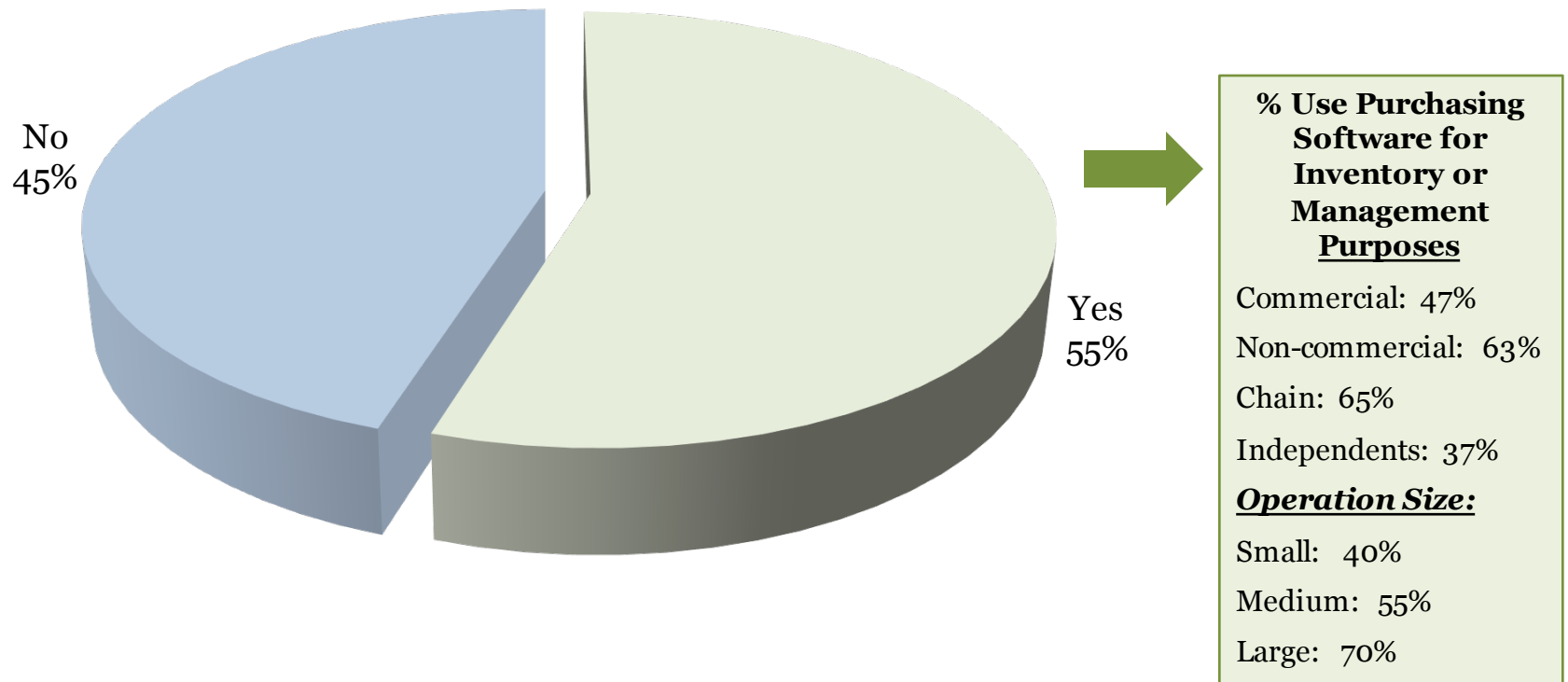
- Tablet computers and smart phones have replaced the old fashioned clipboard.
- Operators now use technology to bring new associates onboard.
- Bottom line: POS guides the business. It's the network that runs the entire business.

Technology in Non-Commercial Foodservice

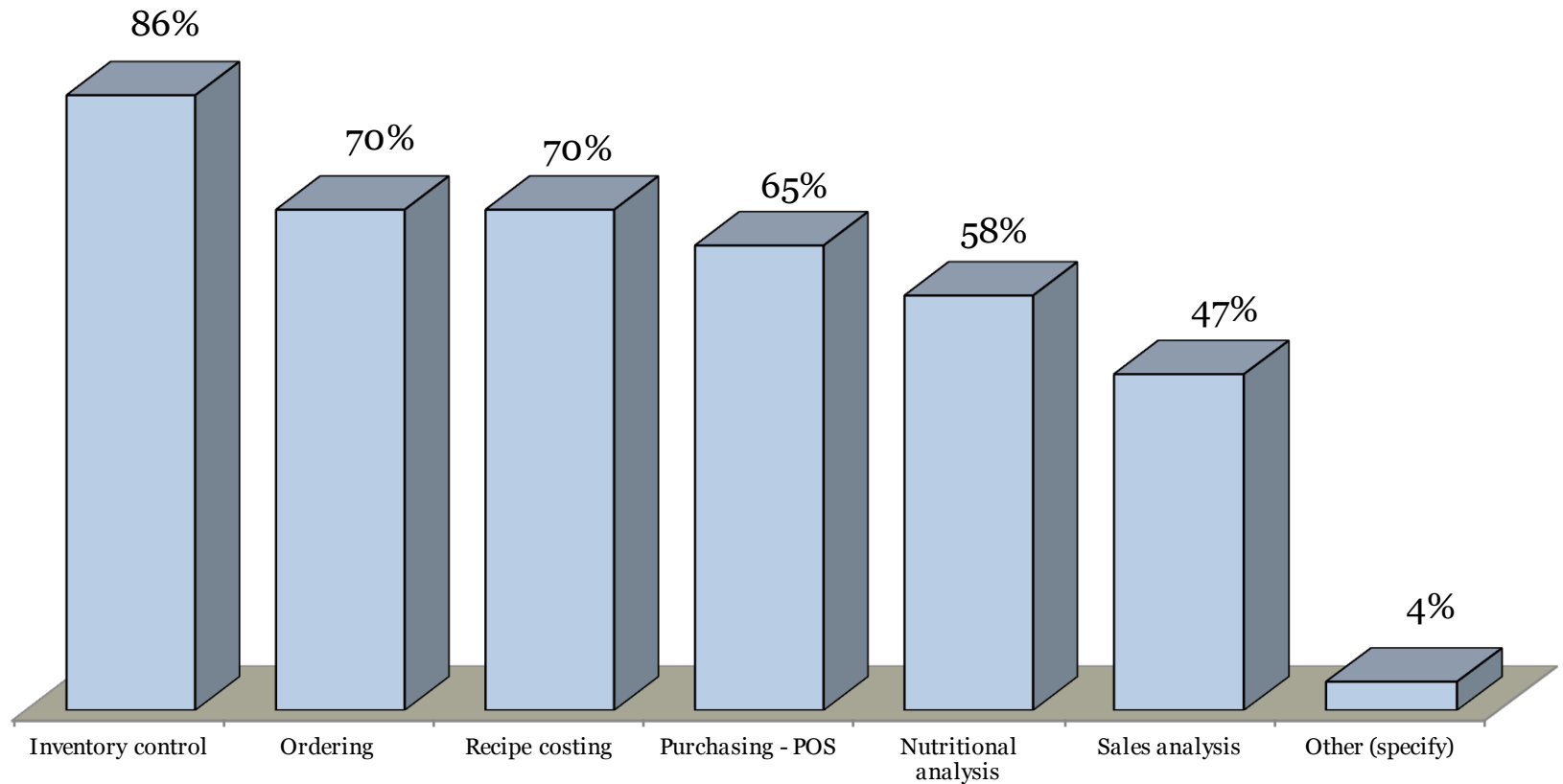


- Service plans have gone from number of meals per week to declining points balances to campus cards.
- Campus cards connect with other purchases students make on campus, including online orders.
- Apps for smart phones now connect to these systems
- Some schools allow students to use campus card at off-campus locations.

Percent of Operators Using of Purchasing Software



Inventory/Management Software Features



The Benefits of These Systems



- Customers can use the systems to customize their orders.
- Order accuracy translates into a more efficient experience.
- Across the board, expectations are higher.

Technology as a Management Tool



- It's not all front of the house.
- Integrated solutions can make operators more profitable.
- Solutions often combine technologies from multiple vendors.
- These issues apply to all consultants.

Technology on Campus



- More points of service on campus means there's a greater need for tracking.
- Integrating systems makes it easier to adjust pricing and maintain margins.
- Systems can increase the capacity to serve but the operation needs to be ready for this, too.
- Systems have to contribute to a good customer experience, not detract from it.

Impacting the Design Process



Questions affecting functionality:

- Can the customers easily navigate the space?
- How do you engineer the menu?
- Is technology part of the brand's promise?

Impacting the Design Process



- Is technology part of the brand?
- How many kiosks can the kitchen accommodate?
- Did you allocate proper queuing space?

How FCSI Members Can Add Value

- ✓ Teach your customers how to choose, teach and implement technology.
- ✓ Understand why customers come to you and how you can help make their vision come to fruition.
- ✓ Focus on delivering an excellent consumer experience.
- ✓ Don't leave this to anyone else.



How FCSI Members Can Add Value



- It's still a features and benefits conversation.
- Help clients understand if they can imagine something it can be done with today's technology.
- These issues impact all foodservice segments.

Factors Impacting Technology Use



Not everyone needs the same technology.
Some factors to weigh include:

- Type of operation
- Menu construction
- Service style
- Desired customer experience

Getting Started



Broaden your horizons by:

- Subscribing to various online newsletters
- Attending an educational event
- Call vendors to learn more about their products
- Talk with your fellow consultants



Questions from the Audience



Thanks for Listening!

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