Technology ROI

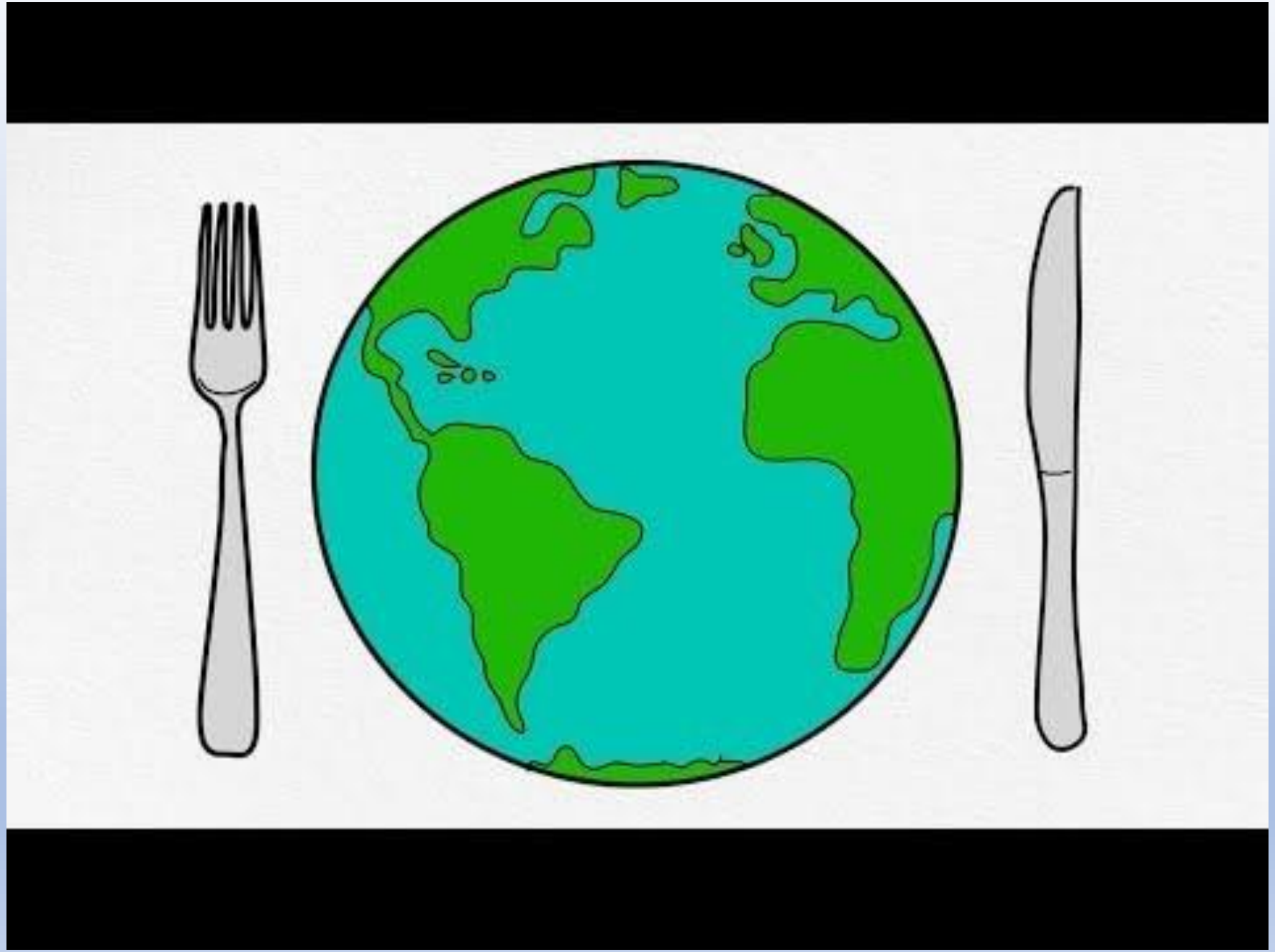
IFBTA Member Brian Anderson

Saturday, April 21 – 1:30-2:30 p.m.

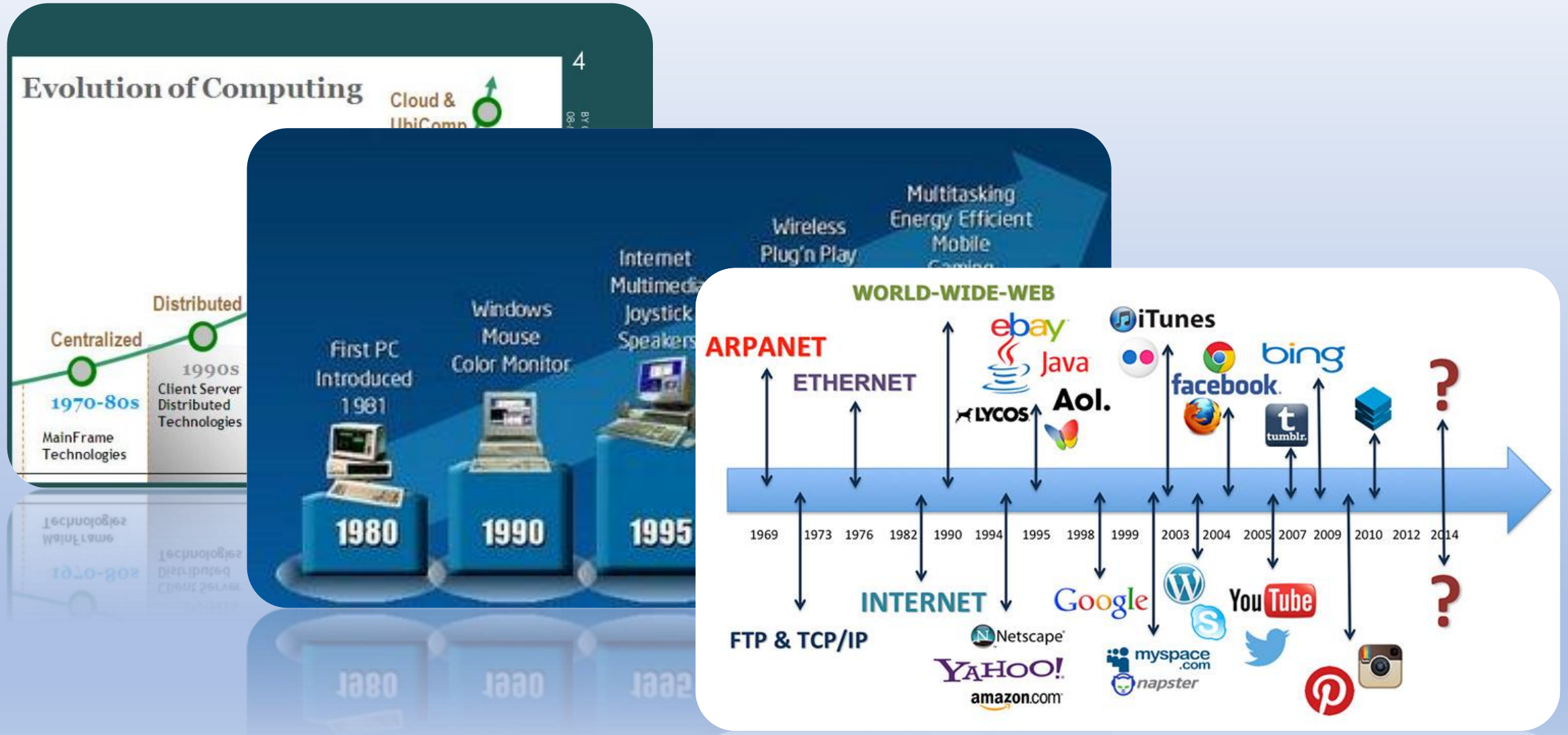
- Tech Evolution
- Workplace
- Restaurants
- The Worker
- What tech is right for you?
- Design for Tech
- ROI

3rd generation restaurateur

Mission - Serve Amazing Healthy Food to As Many People As Possible



how quickly things have changed…

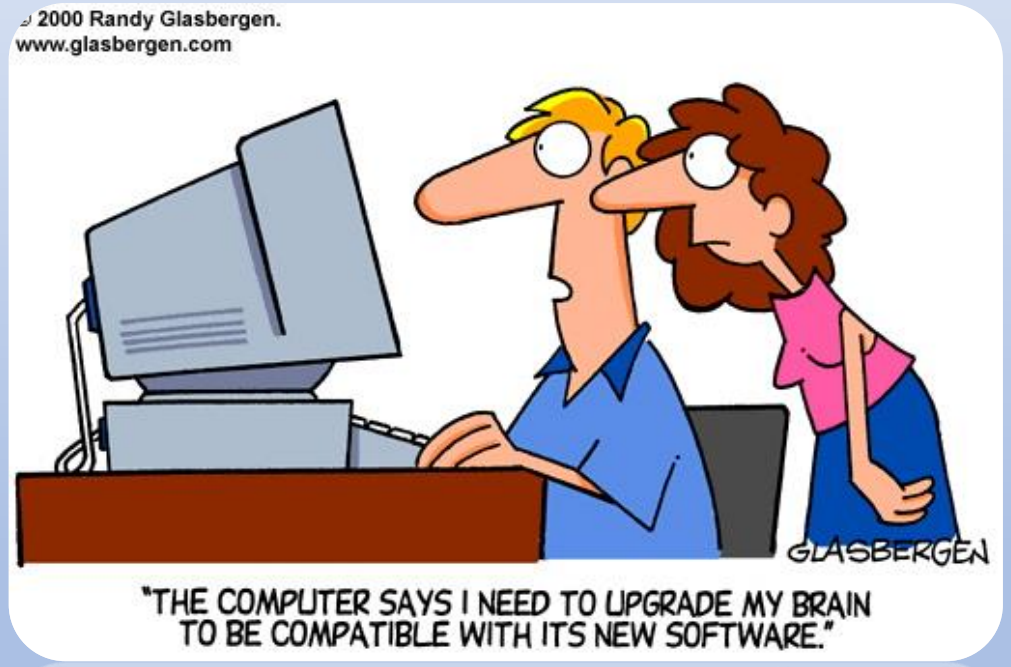


the office then, the office now…

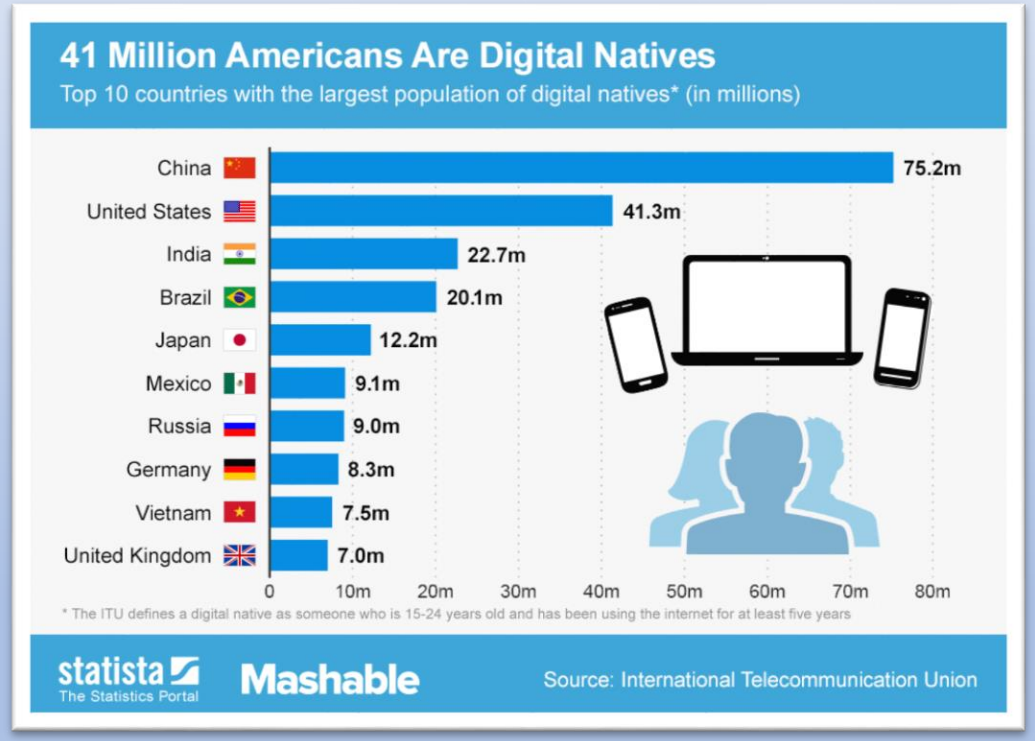
the QSR of the past and the present…

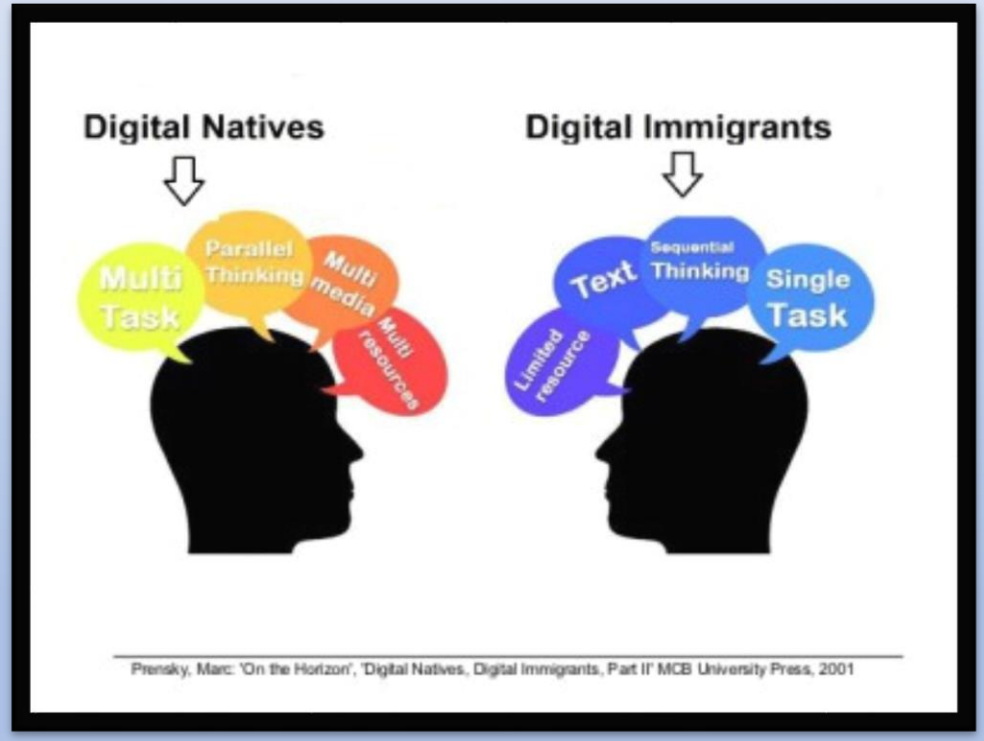
full service, the past and the present…

which do you resonate with?

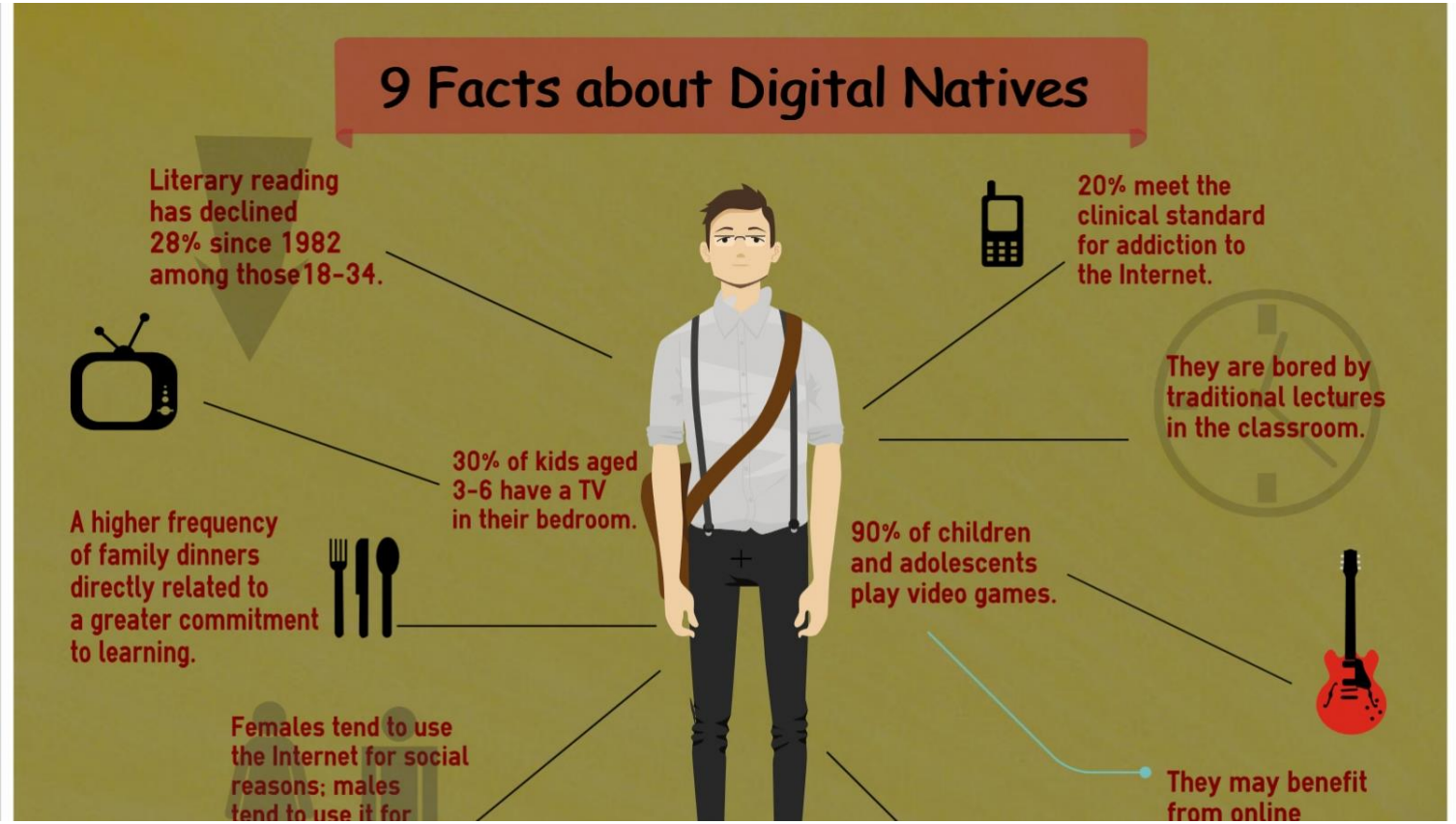


who is going to run your operation?

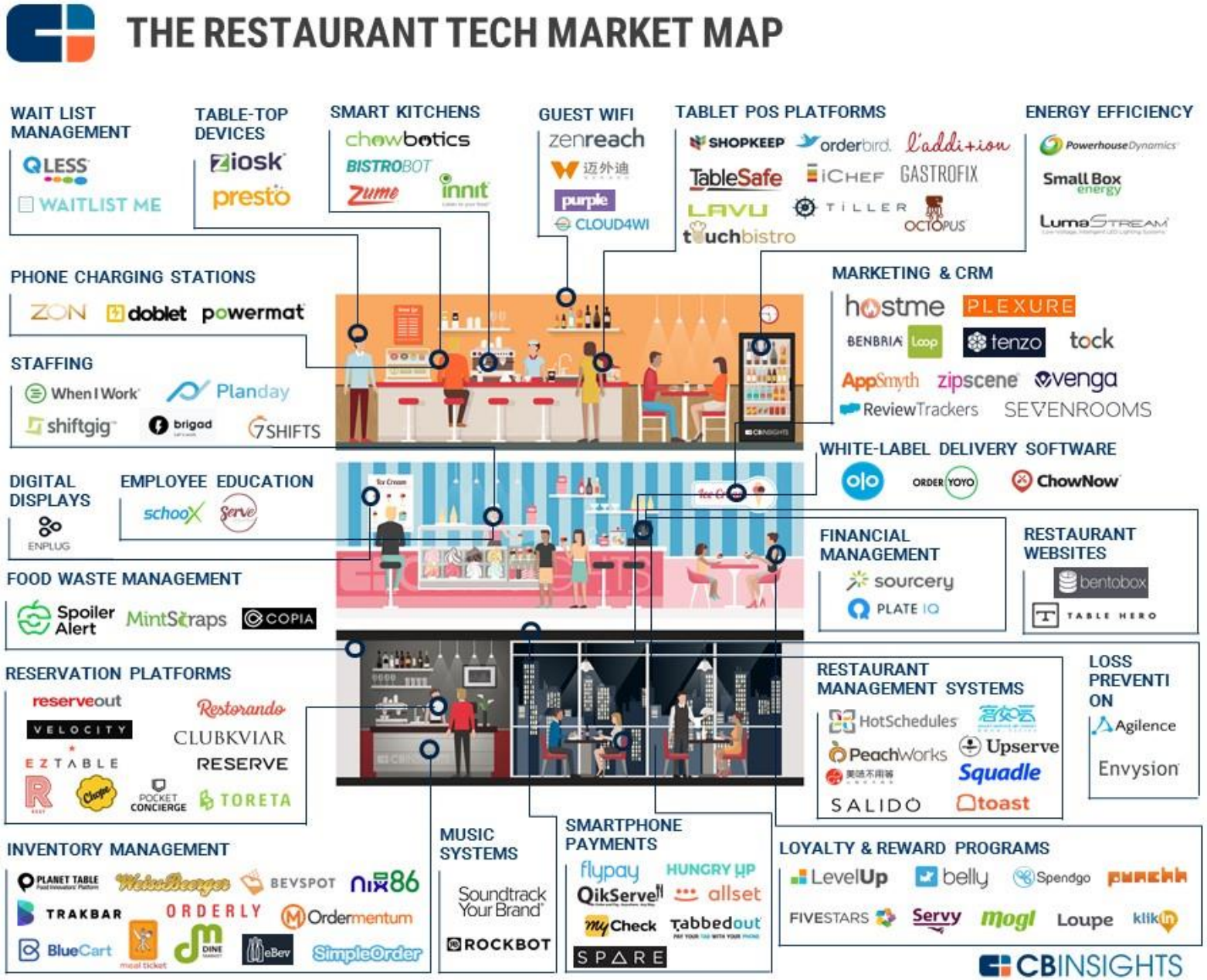




know your audience



why do you need tech?



the
POS
is the tip of
the iceberg?

What systems do you need to plan for?

POS	where, how many, how many steps, how many employees/guests per terminal?
KDS	cockpit design, how many steps, turning around or facing the display
Digital Menu Boards	how many people can see them, is it just a fancy picture, how do you service them?
3rd Party Delivery & Aggregators	does it interfere with guests, is it convenient for guests and drivers, can you keep up in the kitchen, tablets?

What systems do you need to plan for?

Menu Engineering	Food cost calculations, labor productivity, loss leader?
Inventory Control	Inventory Control – using an app, mobile devices, scanners, execution management software, prep to shelf?
Supplier Integration	purchases, supply issues, receiving, invoices
Customer Loyalty	text, push notifications, levels or status, automated campaigns, WiFi capture, not just coupons – experiences & recognition
Predictive Analytics	sales, labor, pmix, real time actionable data

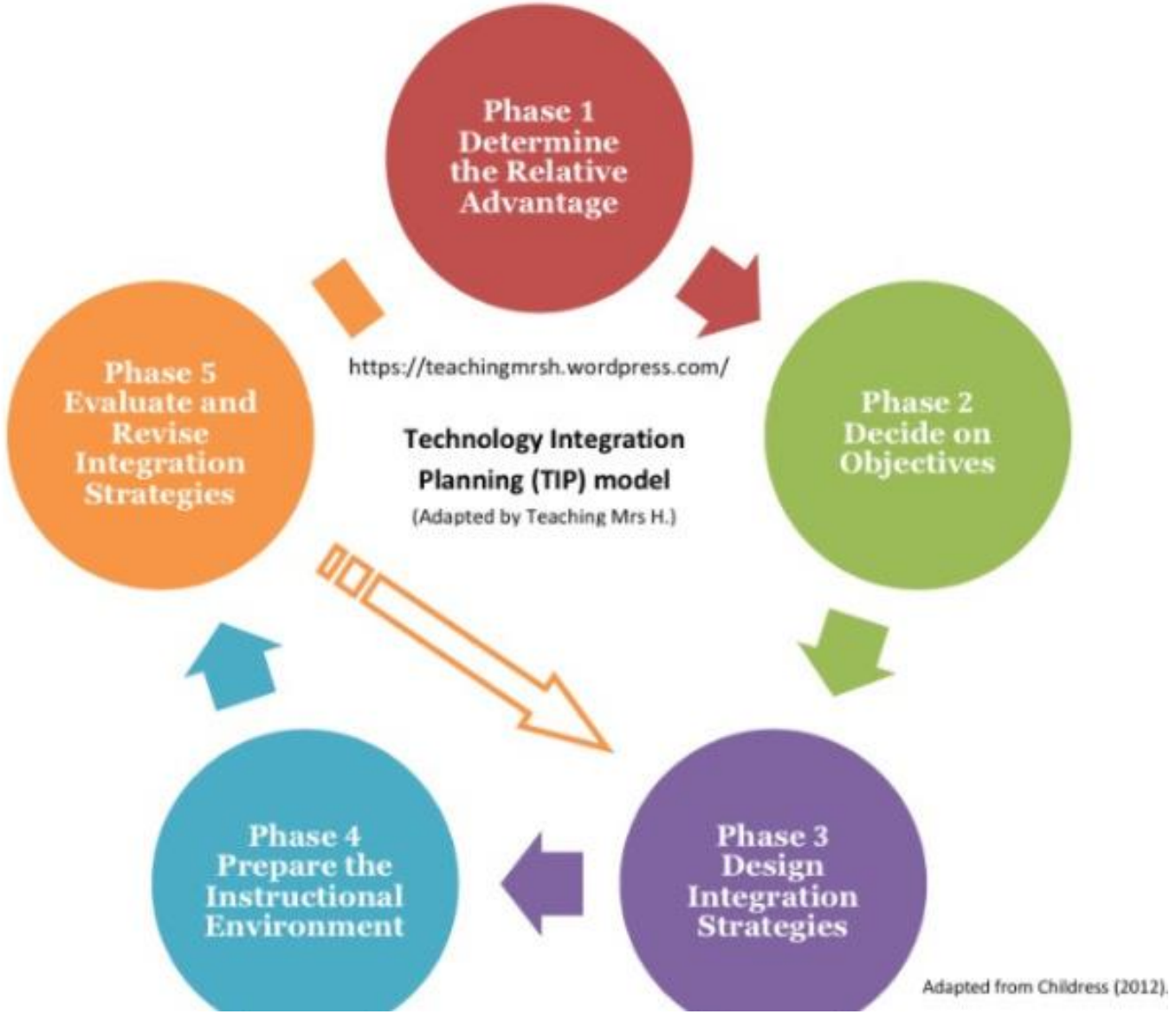
Think Geek

ROI - is a performance measure, used to evaluate the efficiency of an investment or compare the efficiency of a number of different investments. **ROI** measures the amount of return on an investment, relative to the investment's cost.

Tangible vs. Intangible

Invest in the process

- Not an on and off switch
- Integrating takes time
- Relearn your business
- Give yourself a break



Limit your KPI's

- Focus on 2-3 metrics
- What are we being graded on?
- Measure regularly
- Review as a team
- Listen to the data

Where is the ROI?

POS	PPA, apps, desserts, second round
KDS	Faster ticket times, hotter food, order accuracy
Digital Menu Boards	driving item sales, promotions and LTO's
3rd Party Delivery & Aggregators	Faster turn around, less impact on Dine In guests

Where is the ROI?

Menu Engineering	Overall food cost, specific items sales
Inventory Control	Lower on hands inventory dollars, extend shelf life, prep-to-shelf
Supplier Integration	Order accuracy, real time notifications, PO to Invoice
Customer Loyalty	Reward loyalty not couponing, visit frequency, build a relationship
Predictive Analytics	Work smarter not harder, business trends, real time and proactive

Service

Thanks

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SURVEY

We ask that you all please take a minute and fill out the survey related to this session.

You will find the survey on the app, under this given session.

Thank you for your participation!