

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**





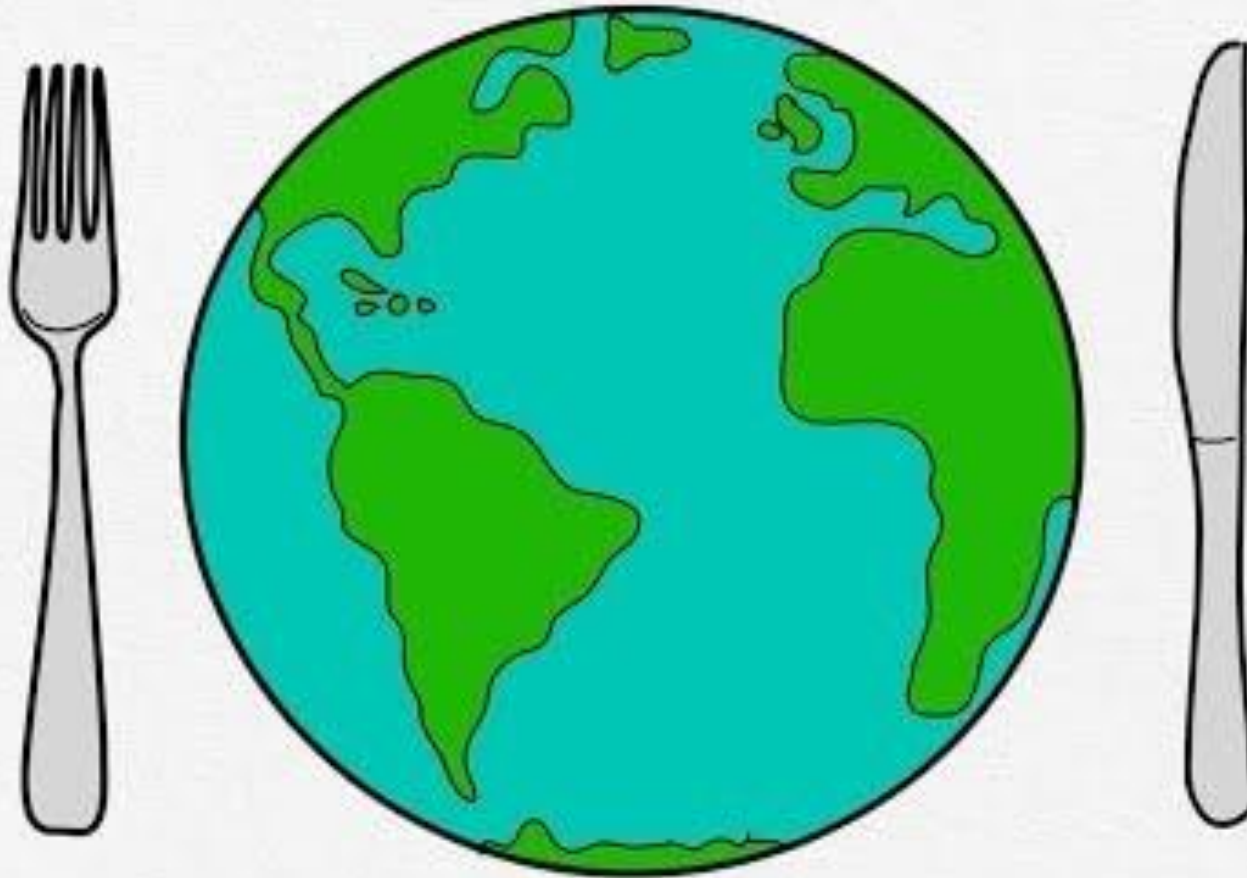
3rd generation
restaurateur

MODERN market

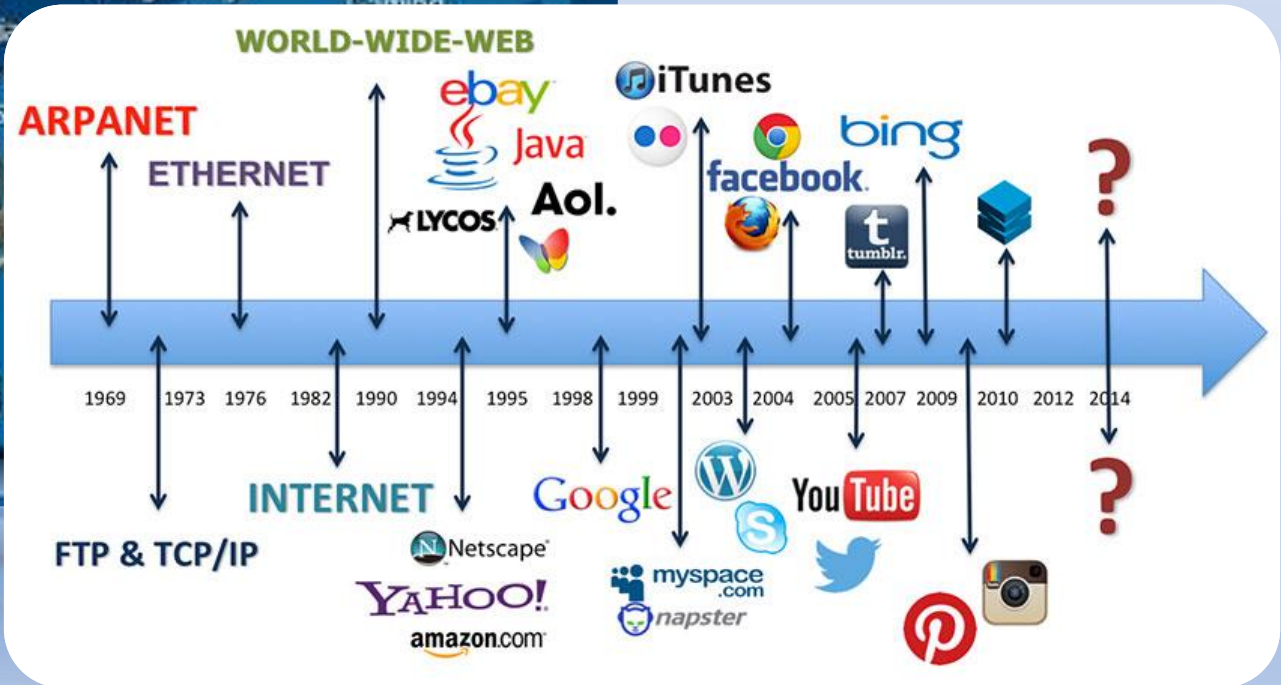
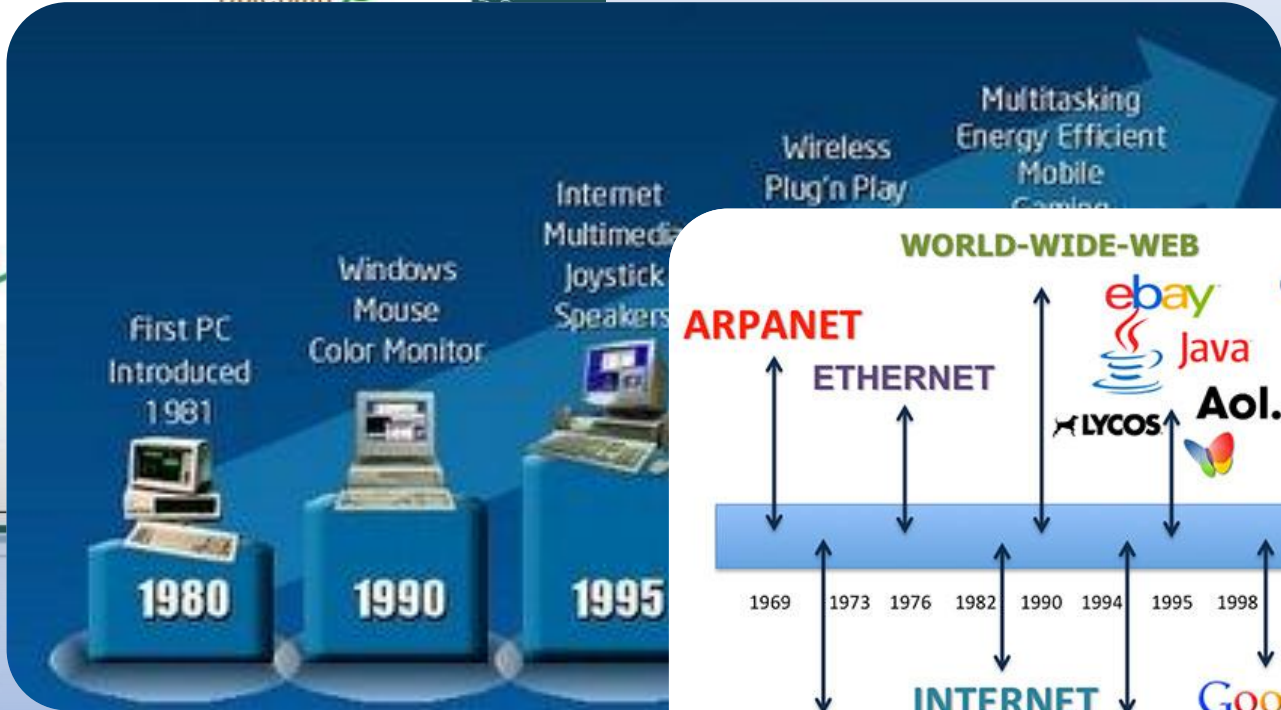
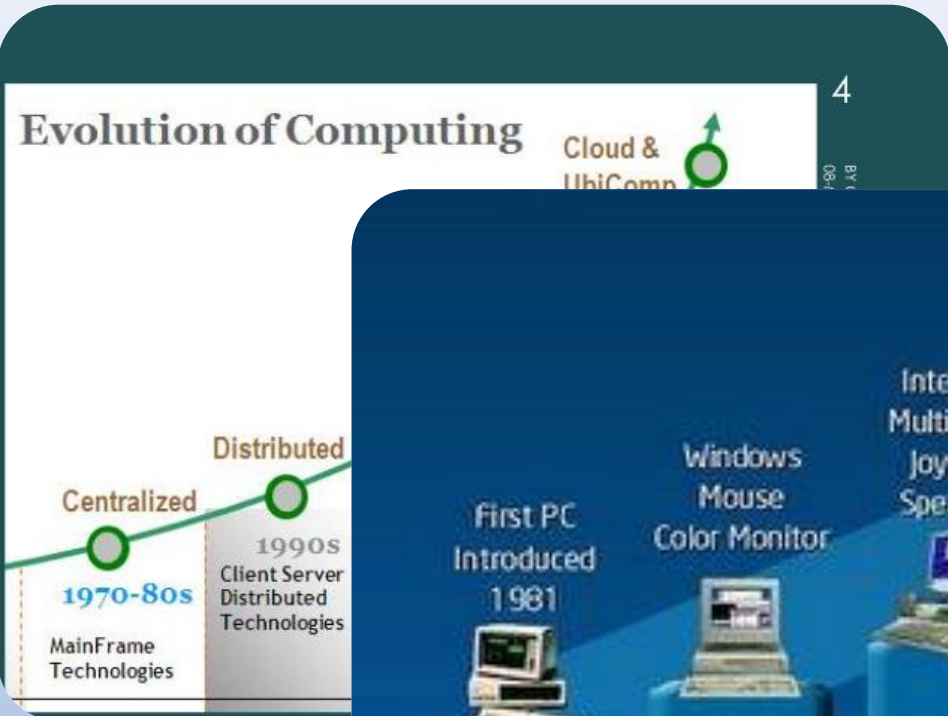
FARM FRESH EATERY

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

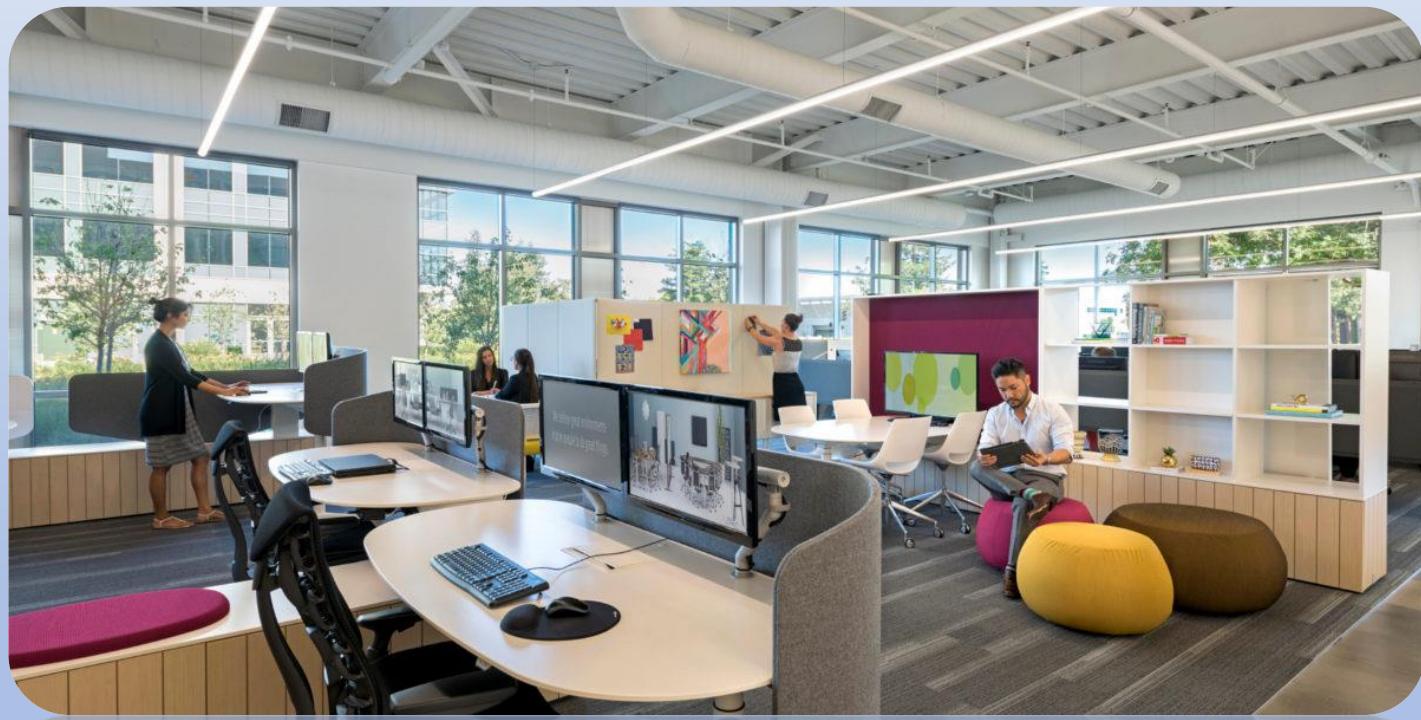




how quickly things have changed...



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?

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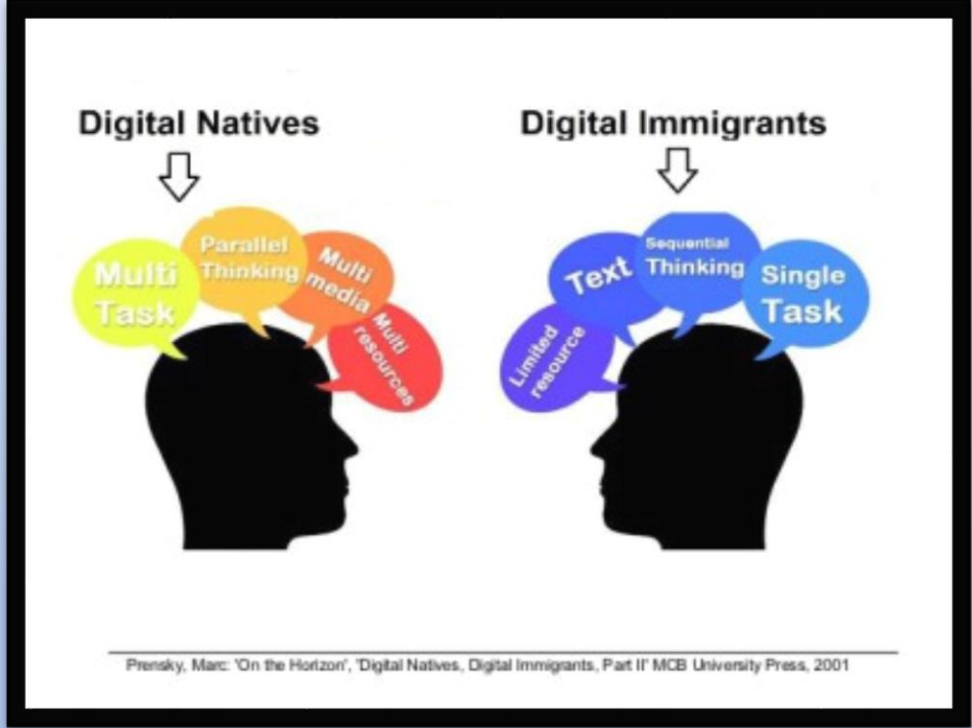
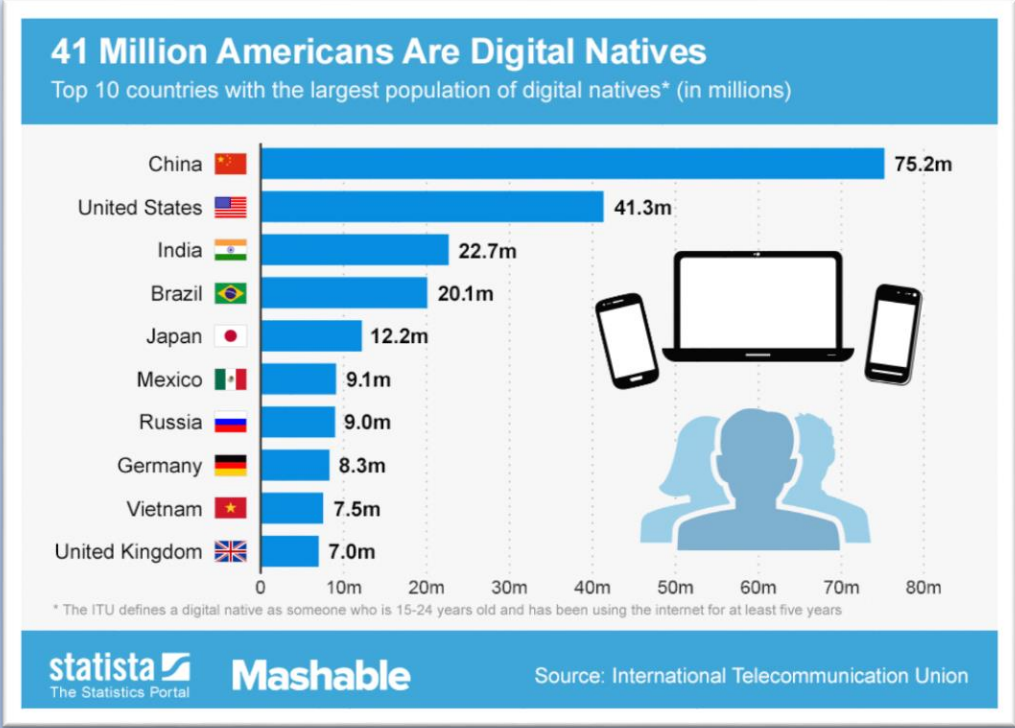
"THE COMPUTER SAYS I NEED TO UPGRADE MY BRAIN
TO BE COMPATIBLE WITH ITS NEW SOFTWARE."

TO BE COMPATIBLE WITH ITS NEW SOFTWARE,
"THE COMPUTER SAYS I NEED TO UPGRADE MY BRAIN

GLASBERGEN



who is going to run your operation?



know your audience

9 Facts about Digital Natives

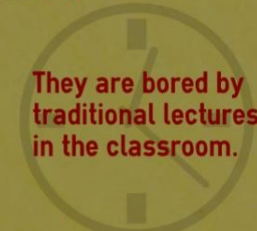
Literary reading has declined 28% since 1982 among those 18-34.



20% meet the clinical standard for addiction to the Internet.



They are bored by traditional lectures in the classroom.



30% of kids aged 3-6 have a TV in their bedroom.

A higher frequency of family dinners directly related to a greater commitment to learning.

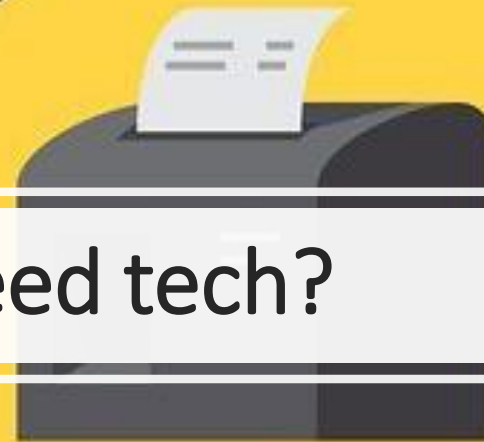


90% of children and adolescents play video games.



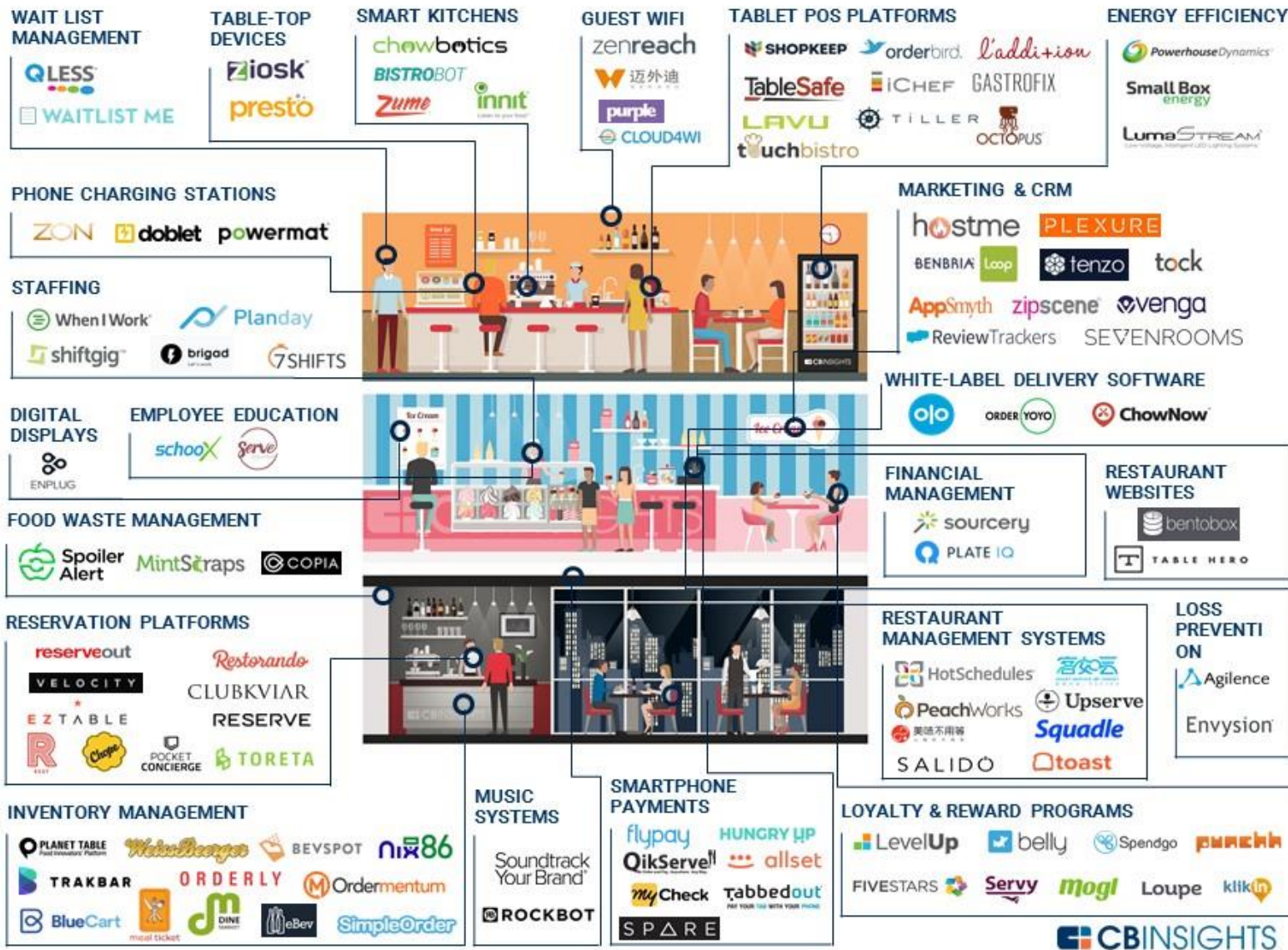
Females tend to use the Internet for social reasons; males tend to use it for

They may benefit from online



● why do you need tech?

THE RESTAURANT TECH MARKET MAP



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



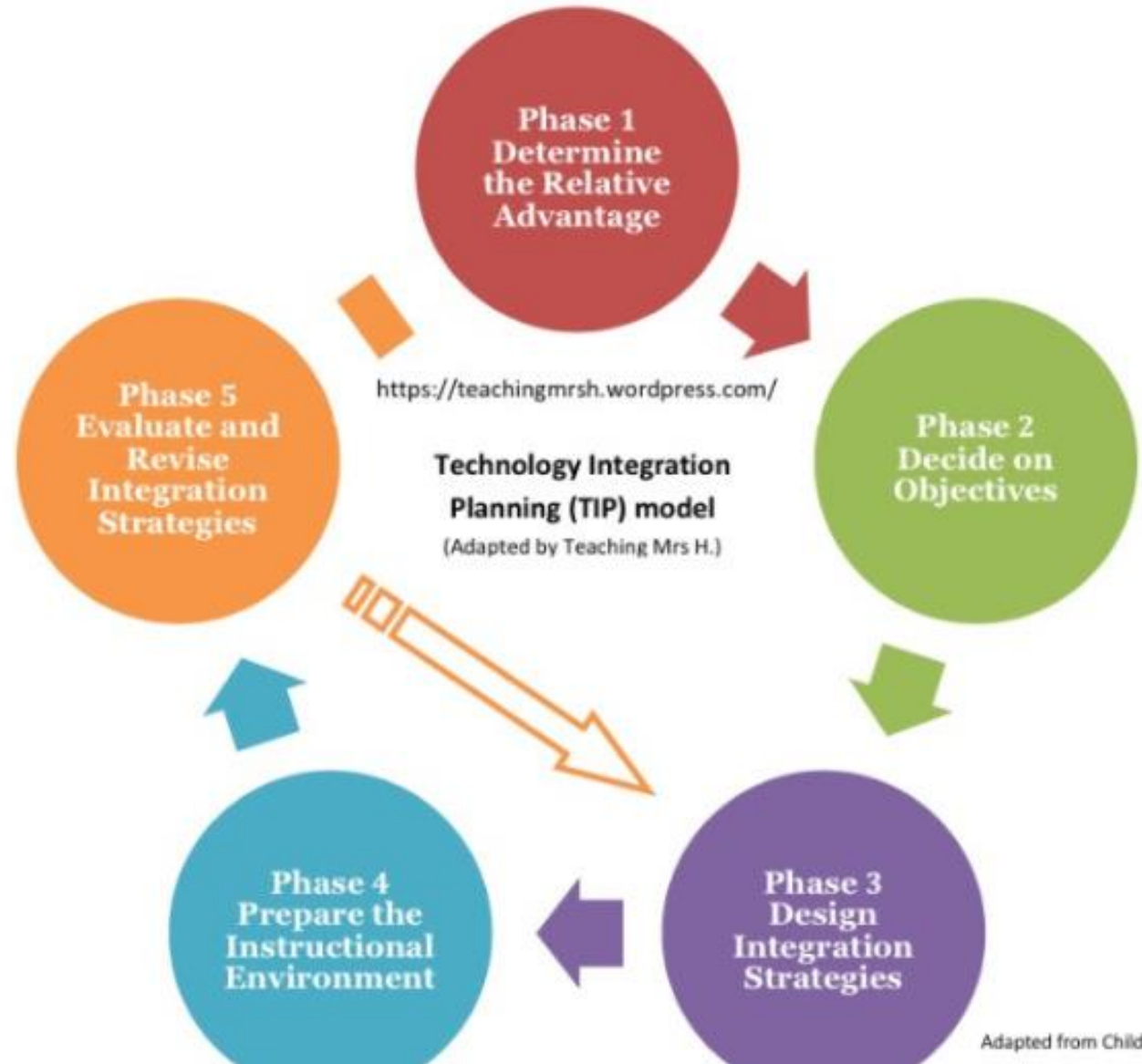
ROI - is a performance measure, used to evaluate the efficiency of an investment or compare the efficiency of a number of different investments. **ROI** measures the amount of return on an investment, relative to the investment's cost.

Tangible vs. Intangible



Invest in the process

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



Adapted from Childress (2012).

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

KPI Key Performance Indicator



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



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FARM FRESH EATERY

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!

