

CASE STUDY

ALGONOMY



"We have significantly reduced time spent on analysing & driving insights around operational bottlenecks, sales challenges, promotional performance, store benchmarking and delays in reporting. With a 360-degree view of the customer, sales and operations, we are now poised to run a more efficient ship,"

– Kate Vacovec

Head of Commercial Planning, Pizza Hut UK & Europe

SEGMENT | QSR

PRODUCT | Restaurant Analytics

CHALLENGE | The client was faced with tremendous complexities in reporting owing to manual accounting for complications such as store closures, suspensions, and refranchising.

RESULTS

- Reporting time shrunk to 40 hours/ month, a whopping **92% efficiency gains**
- **Zero lag time in reporting:** business loss avoided due to missed opportunities
- Data integrity maintained; **accurate reporting** using complex calculation logic built into ETL
- High adoption of BI across functions, with **average 75 minutes spent per user/ day** on the BI platform

Pizza Hut UK is a global pizza chain and one of the most recognized brands for quality pizza service operating in 400+ stores, with over 3 million customers and providing delivery service. The QSR chain was striving to provide business owners with the insights needed to make decisions.

However, the QSR was missing a single source of truth across business functions. There were delays of over 6 – 8 hours between business request and report availability resulting in business losses. For example, Saturday's sales performance unknown till Monday evening. Metrics such as Sales, Audit, C-SAT, Kitchen efficiency were hard to track. Additionally, over 500 hours (with a 20-person dedicated team) were spent per month on manual reporting.

The client was looking for a technology that would bring all the data together for a single source of truth and provide deep analysis for business functions such as sales, operations, digital, HR, etc. to make intelligent, insights-driven decisions to improve operational efficiency.

Algonomy's Restaurant Analytics was a perfect fit. Our modern business intelligence solution was deployed across critical functions, leading to decommissioning of two of the client's legacy systems. **A Data Lake was implemented to achieve single source of truth across businesses – sales, promotions, cost of sales, kitchen, labor, audit & store efficiency, CSAT surveys, employee training.**

Leveraging our advanced analytics algorithms, the platform was able to generate deep insights and provide dashboards for Operations, Ops Exceptions, Promotions, Weekly Snapshot, LMS, Digital Engagement and Mobile Insights. There were reports across Cost of Sales, Cost of Labour, Inventory, Audit, Complaints, Calls, Regional Sales, Balance Score Card, LMS, HR and Digital Engagement.

With Algonomy's Restaurant Analytics, Pizza Hut UK was able to integrate orders in real-time with Pizza Hut online portal/mobile-app. Call Center Agent was able to get real-time visibility on customer order, last five orders in addition to a comprehensive customer snapshot (Segment, Lifetime value, Churn score) equipping the agent to provide a personalized experience for the customer's queries by taking the appropriate action. This resulted in improvement in customer refund process time by 70%.

Business ready dashboards:

Sales: Like for like growth, sales by franchisee

Operations: Kitchen, cook & delivery time

Planners: Sales by day part, staff allocation

Guest Experience: Feedback & reasons for dissatisfaction

Marketing & Promotions: Channel, promotions & menu performance

Audit & Compliance: Food safety, storage & hygiene standards

HR & Training: Employee training status, readiness for higher roles

Our platform helps the Marketing Director understand intraday business performance, even on weekends and holidays. Sales dips even during a day part are recovered with timely promotions. This is a significant impact considering 80% of the client's sales are online.



For Business executives

Objective:
Increase same store revenue



For Online business

Objective:
Identify session metrics



For Operations team

Objective:
Maximize operational profitability



For Planners

Objective:
Forecast demand and optimally assign staff



For Guest Experience Team

Objective:
Identify root cause of customer dissatisfaction



For Marketing team

Objective:
Assess customer channel preferences



For Promotions Team

Objective:
high-performing promotions Vs margins



For HR & Training

Objective:
Training Compliance

ALGONOMY

Algonomy (previously Manthan-RichRelevance) is a global leader in algorithmic customer engagement powering digital first strategies for retailers and brands. With industry-leading retail expertise connecting demand to supply with a real-time customer data platform as the foundation, Algonomy enables 1:1 omnichannel personalization, customer journey orchestration and customer analytics. Headquartered in San Francisco and Bangalore, our global presence spans over 20 countries. To learn more, please visit algonomy.com