

Smart Restaurant Solution Use Case – Tokyo Joe’s

The Company

Tokyo Joe’s is a fast-casual restaurant with an Asian influenced menu that focuses on natural proteins, wild seafood, organic produce, and healthy eating overall. They are headquartered outside of Denver and currently have 31 locations in Colorado and Arizona.

Data Sources

Aloha

MenuLink

sage

The Challenge

Valuable financial and other performance data was trapped in a variety of disparate source systems.

“Before Actus Data, our ability to analyze data was limited by the significant amount of time it took to collect, organize, and manipulate downloads from our three main systems. It took weeks to provide store level performance and by then the information was out-of-date.”

Joe Dennen, CFO.

The Solution

Once Actus Data deployed the Smart Restaurant Solution across Tokyo Joe’s business, they started reaping a wide range of dramatic benefits:

> A 360 Degree View of the Data - Regardless of the source, now they can see their data, key metrics, and comparables by time and location, versus budget and forecast, and more with the click of a button.

“We have quick drill down capability to up-to-date data and our complete history all in one place”

> Reduced Reporting Time - The time it takes to produce end-of-month reports has been cut by one third and this has translated into a significant increase in actionable insights and clearly improved results.

“We are using more timely data in executive meetings to drive better decision making”

> Improved Accuracy - Whether it is the result of entering a number with the wrong sign or pasting the wrong column into a spreadsheet, the ability to dig into every account and see all the details means cleaner data and better outputs.

“I can see source system errors quickly and fix them right away”

> Reduced Cost - On top of all the other benefits, Tokyo Joe’s is saving enough money to pay for the Smart Restaurant Solution and then some.

“We were able to cancel a subscription to an expensive and limited reporting tool”

The Result

“Actus Data has made my life a ton easier. I am now able to provide our operators and executive team with timely results to identify actionable opportunities, and we are only scratching the surface of where we can go.”



Smart Restaurant Solution Use Case - Tucanos Brazilian Grill

The Company

Tucanos is a growing casual dining restaurant based in Denver that has nine locations spread across six states from Virginia to New Mexico. They serve Brazilian Churrascaria style food where freshly grilled meats and vegetables are selected at the table.

Data Sources



The Challenge

Difficulty Getting a Complete Picture - Although Tucanos had access to reporting tools, analyzing their sales, inventory, accounting, and labor data over a financial calendar was a lengthy manual process. Bringing accounting and operational metrics together required multiple exports, cutting and pasting, excel formulas, and calculated cells. Even without the inevitable errors that were part of this effort, the results were out-of-date as soon as they were completed.

The Solution

The Smart Restaurant Solution - Actus Data deployed the comprehensive Smart Restaurant Solution to bring Compeat, HotSchedules, and Micros data together into a single self-service portal. KPIs, metrics, location and time dimensions, and other calculations were embedded directly into a defined data model relating the disparate sources and enabling advanced analytics.

“Actus Data provides data analytics capabilities as good as any that I have seen in my twenty years in the restaurant industry, at a fraction of the cost I would have expected.”

Steve Oldham, Co-Founder and CEO of Tucanos Brazilian Grill

The Result

Reduced Labor Cost, Timely Results, Better Business - Financial and operational analyses and quarterly reporting that used to take more than twenty-five exports and days of work are now available on-demand, saving thousands of dollars per year in administrative costs. Integrated, easily accessible, and interactive accounting and operations data have empowered Tucanos to isolate business drivers. This allows operators to quickly respond to business and customer needs. Along with menu and inventory optimization, Tucanos was able to reduce overtime costs while ensuring proper staffing when demand peaks. They have also cancelled a subscription to an expensive, but limited third party reporting system.

Smart Restaurant Solution Use Case – The Villa

The Company

The Villa is family restaurant that has been in business for over fifty years. They are located in Wayland, MA and have a loyal following.

Data Sources

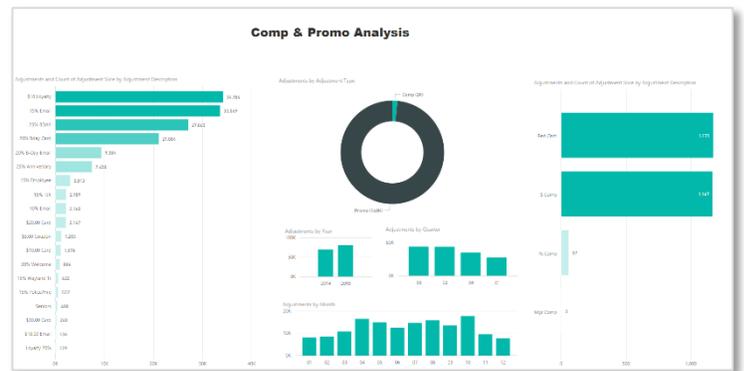


The Challenge

Understanding the ROI of Email Marketing - The Villa had a very evolved email marketing program. They regularly sent thousands of emails to loyalty program members, regular customers, and casual visitors with a wide variety of promotions. They always knew that these promotions drove traffic, but were never able to connect the dots between promotions offered and real revenue.

The Solution

The Smart Restaurant Solution - Actus Data deployed the comprehensive Smart Restaurant Solution to bring Constant Contact and Aloha data together into a single self-service portal. The Villa started using analytics that combined email stats and POS data to deliver attribution insights related to specific email campaigns. Actus Data also provided dashboards and visualizations that include KPIs, metrics, time dimensions, and other calculations to give a clear picture of how email promotions impact sales.



The Result

Reduced Complexity, Better Results - The Villa was surprised to learn that response rates for 10% off promotions were essentially the same as those for 15% off. They learned that they made more money per check for “% off” deals than they did for “\$ off” deals. They also learned that casual visitors could be turned into loyalty club members with a small promotion. They gained valuable insights into the relationships between email clicks and opens and sales, subject lines and local events, and much more. This broader understanding and targeted analytics capabilities enabled The Villa to fine tune their email campaigns, reduce the number of promotions they offer, and drive higher sales.

Restaurant Market Basket Analysis Use Case

The Company

The Company is a prize winning, multi-concept restaurant company with an international footprint. They have significant presence in the media, branded products available on line and in store, and a broad reaching customer loyalty program.

Data Sources



The Challenge

Increasing Upsell - The Company had anecdotal evidence that certain items sell well along with others, but lacked the capabilities necessary to come up with hard data. They wanted to improve the customer experience and drive higher check totals by providing service staff with recommendations that worked. They also wanted to fine-tune menu development and marketing promotions by matching desirable and profitable items to boost the bottom line. But, with different systems deployed in different locations and without advanced analytics, this was practically impossible.

The Solution

Data Analytics Fills the Gaps - The Market Basket Analysis component of the Actus Data Smart Restaurant Solution enabled the Company to integrate POS and Compeat data to know with certainty which items sold well together. The Company could also use this data to predict which combinations would drive positive outcomes in the future. As part of the Solution, they also received a wide range of other KPIs and metrics through dashboards and visualizations on their customized portal. From the C-suite and marketing department to their floor managers, Actus Data provided the Company with the insights they needed to transform data into action – and profit.

Market Basket Analysis							
Parent Item Name	Year	2014					
	Item Family	(Multiple Items)					
Parent Items Sold Together	Column Labels						
Row Labels	01	02	03	04	05	06	07
Zushi Box	7.14%	7.88%	9.97%	9.15%	10.80%	10.36%	10.0
Fountain Drink	3.25%	3.84%	4.99%	4.33%	5.52%	5.54%	5.3
Cup Miso Soup	0.57%	0.64%	0.75%	0.78%	0.81%	0.73%	0.6
Bottle Drink	0.51%	0.61%	0.73%	0.80%	0.79%	0.80%	0.6
Chicken Spring Rolls	0.58%	0.48%	0.69%	0.67%	0.85%	0.80%	0.6
Edamame	0.46%	0.41%	0.62%	0.61%	0.55%	0.50%	0.5
Gyoza Pork	0.32%	0.42%	0.49%	0.47%	0.51%	0.41%	0.5
Bottle Beer	0.30%	0.29%	0.48%	0.35%	0.60%	0.59%	0.5
Hot Tea	0.19%	0.35%	0.23%	0.25%	0.20%	0.11%	0.0

The Result

A 360 Degree View - The Company was able to improve the customer experience with better recommendations, increase check totals by offering more profitable combinations, and improve marketing by promoting popular and cost-effective pairings – all based on real data. They were also able to cancel subscriptions to other more expensive and less functional reporting systems without any disruption.

Labor Management Use Case

The Company

The Company is a growing casual dining restaurant chain with seventy-five locations spread across the Southwest.

Data Sources



The Challenge

Growth Increases Labor Management Challenges - The combination of systems and processes used by the Company to engage and allocate labor resources made it more and more difficult for store managers to get the info they needed on the front lines. These systems also failed to provide the insights necessary for management to effectively run the business. For managers and executives alike, getting a handle on labor cost, overtime, employee retention, and customer satisfaction was practically impossible. The Company knew they could do better and that they had the necessary data, they just lacked the required capabilities.

The Solution

The Smart Restaurant Solution - Actus Data deployed the comprehensive Smart Restaurant Solution and delivered significantly improved insights into Company labor data. The Company gained a 360-degree view of employee time, including turnover. From there, they optimized staffing levels to match

Row Labels	Scheduled Hours	All Hours	Variance #	Variance %
[-] Period Week 33	2,342.25	2,500.07	1.07	6.31 %
+ BOH	595.25	655.31	1.10	9.17 %
+ FOH	1,747.00	1,844.76	1.06	5.30 %
[-] Period Week 34	2,114.25	2,367.33	1.12	10.69 %
+ BOH	411.25	673.43	1.64	38.93 %
+ FOH	1,703.00	1,693.90	0.99	-0.54 %
[-] Period Week 35	2,786.75	2,594.38	0.93	-7.41 %

everything from sales trends to weather predictions. Actus Data also provided dashboards and visualizations with the forecasts, KPIs, time dimensions, and other metrics that were used streamline the entire labor management process.

The Result

Reduced Complexity, Better Results – Easy access to historical data and the addition of predictive analytics helped the Company optimize staffing levels. Employees were used more effectively and customers received more consistent service. The ability to understand performance against targets in a timely way made it possible for the Company to adjust resource allocations in time to impact results and improve forecasting accuracy. Automated alerts reduced overtime costs by more than 10%. With the advanced analytics capabilities supplied by Actus Data, the Company fine-tuned labor management, increased profits, improved employee retention, and enhanced the customer experience.

