Taking the Pulse of Your Business

The hospitality industry is facing more demand for contactless experience, modes of service, and awareness on food-safety, which has brought new business opportunities and challenges for both dine-in and order-out service. Understanding what customers want, and how the business can leverage best-in-class strategies to support the customer experience will set you apart from the competition.

Sustaining labor effectiveness while driving service across restaurant operations is one of the biggest challenges. At Logile, we help you take the pulse of your business to gain the insight needed to evaluate how you are performing against your goals.

Customer Experience

Speed of Service

How long are your customers waiting for engagement?

Many restaurants measure speed of service from order placement through fulfillment, but from the customer's perspective it extends from queue entry to exit. When customers enter queue there is an internal clock that begins, and the longer they feel they have waited for engagement the more likely they are to leave the queue. We measure the full end-to-end customer journey with emphasis on improving throughput and engagement.

Potential Revenue

Are you missing out on potential revenue?

There are many approaches to queue management but what matters is if you are successfully converting customers. We measure your rate of queue abandonment to help you understand how well you are capturing potential revenue.

Convenience

Are your modes of services as frictionless as they could be?

Customer expectations have evolved to include multiple service options. We focus on ease of interaction for both customers and employees across your modes of service.

Enter — **Engagement** — **Order Taking**

Payment — **Fulfilment** — **Exit**

Speed of Service
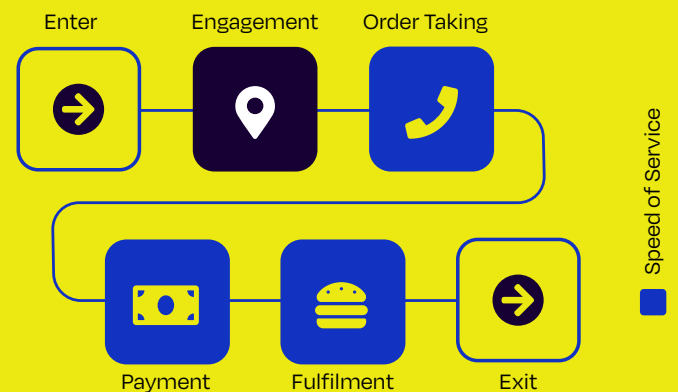
Technology

How effectively are you using technology relative to your competitors?

Technology touches nearly every aspect of customer and employee experience. From the customer perspective technology should support the overall customer experience you want to provide. From the employee perspective the technology needs to be used effectively and inserted where it makes the fulfillment process easier. We help you understand how effectively your current technology is being used, quantify where there could be opportunity, and benchmark against competitors.

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Labor Effectiveness

Utilization
How are labor hours being used?

Categorizing and analyzing how employees spent their time across peak and non-peak hours of operation provides deep insight to reduce fulfillment time and improve productivity. We construct a holistic picture of how labor is being used across the restaurant.

Deployment Plan
Are the right people at the right time at the right time?

Providing superior customer service depends on accurately scheduling and deploying labor to customer demand patterns. We review how effectively you are scheduling and provide insight to better align labor deployment with the customer forecast.

Workflow Design
Are station workloads balanced optimally?

The kitchen is often the ultimate bottleneck to your speed of service. Menu complexity, station design, and process flow all play critical factors. We leverage industrial engineering workflow design to help streamline your fulfillment process.

Recent engagements

Reimaging Drive-Thru Experience

Logile recently engaged with a QSR in assessing opportunities to improve drive-thru speed of service and discovering quick wins for improving labor effectiveness.

Logile ran 100 simulations of proposed changes to drive-thru process to select the most optimal for piloting.

Right-Sizing Operations Across Operating Models

A QSR was seeking to determine optimal deployment model for line-busting operations across differing restaurant configurations and assess effectiveness of order, communication, and payment technology.

Line-Busting Quick Wins Piloted – Best Practices Introduced.

Revenue Increases	Engagement Improves	Time in Queue Decreases
66% fewer drive-thru abandons	Customers are engaged 21% faster	43% decrease in customer queue time

Process orders for credit customers with tablet	Direct cash customers to order speaker	Continuously advance down car stack to push earlier engagement

Results

More converted customers • **No queue abandonments**

• **Line-buster and order speaker utilization improved from 56% to 80%**

• **Customers waited 50% less time in queue to place orders**

LOGILE
The Logic of Retail

Logile is the leading retail store planning, workforce management and execution provider.