

Case Study

Customer Background

The customer is a pioneer in the Quick Service and Casual Dining Restaurants industry in Saudi Arabia. Established in 1990, this industrious organization has reached a landmark of running over 160 stores serving a variety of international and local cuisines. A firm believer in offering the highest quality of services, the organization is ISO 22000 certified and a proud recipient of the 2015 International Quality Summit Award presented by the Business Initiative Direction (BID), an organization that recognizes companies which have succeeded in imbuing a culture of excellence and innovation. The organization's mission is to offer healthy and tasty food to its patrons along with excellent customer service and a safe and clean environment. An extremely eco-conscious organization, the client leads the way in following energy-efficiency best practices for creating a greener future for coming generations.

Business Case

In the hospitality industry, impeccable and quick customer service is given utmost importance. This chain of restaurants was facing serious issues with regards to sustaining a smooth running ERP system across its large network of geographically distributed outlets. The POS to Kitchen communication was proving to be a huge roadblock for this client to successfully achieve its mission of providing impeccable service to its customers.

Another area of concern for the client was the ability to take phone orders, which was very much needed for them in order to go to their next level of operations. As a result, the client was witnessing huge waiting lines at food counters and delays in their home delivery services, leading to a significant impact on the business bottom line.



Saudi Arabia's Leading Hospitality Chain Achieves Optimal Kitchen Performance with the New NAV 2013/ LS 7.1 Combination

Highlights

Industry: Retail, Hospitality

Project Location: Saudi Arabia

Engagement Since: 2015

Solution Snapshot:

- Kitchen Management
- Web Integration
- Improved Reporting
- Call Center Support

Modules:

- Kitchen Display System (KDS) and Kitchen Order Ticket (KOT)
- NAV Financial Management

Customer Speak:

"Managing a reputed network of more than 190 fast food chain and specialty multi cuisine restaurants across the Middle East is one tough task. In addition to providing world class quality menu choices for today's busy health conscious consumers, we also adhere to our society responsibilities as a pioneer in creating relations with the food served to our communities around us. Without the help of Microsoft Dynamics NAV and LS Retail, we were earlier limited to keep up with the growing demands of our loyal customers. Now, we can easily meet the challenges of this dynamic industry, thanks to our strategic technology partnership with Godrej Infotech Limited and with the help of our Information Technology Group along with the technical and functional consultants who worked hand in hand at every point of time for implementing micro level solutions to streamline our day to day operational needs. The integrated point of sale and the back-end system gives the senior management a holistic view of all critical performance indicators, enabling us to take real time decision to improve operation efficiency and exceed customer services."

- IT Manager

Business Solution

After due diligence of the existing system, Godrej Infotech Limited proposed an infrastructure upgrade from the current **NAV 2009/ LS 6** combination to the new improved **NAV 2013/ LS 7.1** product in order to avail of maximum benefits of enhanced features such as:

- **Kitchen Display System (KDS):**

A state-of-the-art touch screen based system, the KDS provides an adjustable graphical dining area view and multiple menu profiles leading to seamless connectivity between the POS and the kitchen.

- **Customized Reporting:**

Final reports such as the Trial Balance and Profit and Loss Statements which are of utmost importance to the financial health of any organization are now being generated directly through the system.

- **Web and Call Center Integration:**

The phone ordering issue is now solved with delivery and takeout operations available through the call center module.

Challenges

Both the Kitchen Display System and the Phone Ordering System were new features provided by the LS Retail System. The project development teams faced significant challenges with regards to the detailed technical know-how involved in this first time implementation. The call logging and tracking mechanism provided by LS Retail's Support Team proved to be very helpful, and timely resolution from the LS Retail side was one of the key success factors for this project.

Benefits

This engagement was a first association between Godrej Infotech Limited and the client. We are happy to say that we were jointly able to successfully achieve the vision of having a paperless world. Some of the additional benefits were:

- **A happy and productive workforce:**

The client was extremely delighted with the new features that were introduced with the NAV 2013/ LS Retail 7.1 system. What also worked wonders was the detailed training conducted by the team at GITL which gave every user the confidence to get going with the system in as little time as possible.

- **Satisfied and smiling customers:**

Two of the most essential items for the client was real-time POS to Kitchen Traceability and Speed. Both were successfully addressed during this project leading to immense customer satisfaction and loyalty.

- **Other Key Metrics Achieved by this System Implementation are:**

- New Customers: Increased by 40%
- Paperwork: Reduced by 92%

Contact Us



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About Godrej Infotech Ltd.

Godrej Infotech Limited, part of the \$4.1 Bn. Godrej group is one of the leading IT service provider specializing in End-to-End IT solutions and services. Strategic partnership with industry leaders like Microsoft, Infor, LS Retail, and Oracle have played an instrumental role in making the organization a mature IT partner that understands the value of business process automation. Our service offerings include Business Consulting, ERP Implementation & Support, Application Development, Integration, Digital transformation, Analytical services, Mobile Application Development, Infrastructure Management, and e-Commerce. We have domain and technology expertise in the manufacturing, retail, trading, distribution, logistics, hospitality, project, and service industries. A CMM Level 4 and ISO 9001:2015 certified company, GITL's service offerings follow proprietary methodologies derived from product best practices and experience in similar implementations. Headquartered in Mumbai, India we have presence in Middle East, APAC, Europe and US with customer footprints extending across multiple geographies.

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