



Team: Five Guys

Executive Summary

Although offering differentiated products, the casual dining industry's basic processes are largely standardized. The traditional "pen and pad" method is still the standard in order placement, and while it works, there is room for improvement. The combination of activities that accompanies this method lacks technological integration and this proves symptomatic to a restaurant's performance.

Restaurants aim to seat and serve as many customers as possible in any given period of time. A high table turnover rate maximizes profit, and so it is imperative that the restaurant is efficient in processing customers. There are many activities that must be completed in order to completely process and serve a customer, but it is important to note that a customer's only interaction in the process is with their designated server. Any lapses in communication or other hindrances to this interaction can and will likely yield errors, wasted time and resources, and will negatively impact the customer's satisfaction and dining experience as a whole.

Most casual dining restaurants have a sufficient back-end infrastructure to manage their processes; however, there is a gap between those behind the scenes operations and the front-end interaction of serving customers. Thus, there exists the opportunity to bridge this gap through the integration of an electronic component that can process information just as quickly as, and interact with the existing back-end system.

Effective implementation will reduce the number of activities that a server is responsible for, reduce the potential for error and reduce the overall throughput time allowing restaurants to seat and serve more customers. The current strain on the customer-server interaction will also be eased, and the server can take on a more facilitative role in the throughput process rather than being the pivotal point that currently enables it.