

SODEXO CASE STUDY



SODEXO REDUCES QUEUES AND INCREASES PROFITABILITY WITH OMNICO



20% INCREASE IN AVERAGE TRANSACTION VALUE



SLASHED WAIT TIMES AND IMPROVED CUSTOMER JOURNEY



IMPROVED STOCK AND CAPACITY MANAGEMENT

WITH OVER 400,000 EMPLOYEES WORKING ACROSS 80 COUNTRIES, SODEXO, THE WORLD'S LARGEST SERVICES COMPANY WAS STRUGGLING TO ENGAGE GUESTS, BUILD LONG-TERM LOYALTY, AND INCREASE PROFITABILITY ACROSS ITS VENUES.

To better understand its customers, and identify opportunities to improve loyalty and consumer spending, the company began analysing its restaurant, tracking the customer journey data, as well as conducting market research with leaders in the industry.

Armed with these data insights Sodexo began deploying Omnico's smart platform to power point-of-sale (POS) capabilities for kiosk products, mobile order ahead, pre-order and self-scan functionality, along with a single loyalty and promotions engine.

CHALLENGE

One of the first phases of the project was to install Kiosks at the University College London, as well as at a major multi-national company who has sites in Brentford, Stevenage and Macclesfield.

With only one till and an incredibly small space, very long lines were the norm at a pizza outlet in University College, London, called "Dough and Go," making it the perfect place to launch the pilot program.

Wanting to ensure the solution was truly intuitive for customers, Sodexo selected a Kiosk payment solution that used imagery for meal selection and offered easy payment. The technology emulated the user experience within the kiosk, which many of their customers were already using in restaurants such as McDonalds.

58%

of employees would visit their workplace café at least once more per week if it offered ordering ahead, payment apps, touch-screen kiosks, wearable device, or phone scanning, technology



“WITH THE ABILITY TO ORDER AHEAD ON MOBILE, AND PURCHASE AT KIOSK STATIONS RATHER THAN QUEUE AT THE TILL-POINT, WE CAN DRAMATICALLY INCREASE SPEND-PER-ORDER AND SLASH WAIT TIMES. WE ARE ALSO ALWAYS EXPLORING WAYS TO REDUCE WASTE AND THROUGH THE DATA COLLATED VIA THE OMNICO PLATFORM, WE WILL ENSURE WE CAN BETTER MANAGE OUR STOCK AND CAPACITY.”

CHRIS FOWELL, SODEXO'S HEAD OF RETAIL SYSTEMS - EPOS AND PAYMENTS

THE RESULTS

BEFORE OMNICO

Long queues: The team on site was struggling to serve customers at busy times of the day, resulting in long queues, and hungry students



Lack of accessibility: With a high percentage of international students at the university, the team wanted to create a more inclusive menu



Lost transaction value at peak times: Long queues at peak times resulted in lost revenues and unsatisfied customers



AFTER OMNICO

Slashed wait time: The introduction of kiosks meant the team was able to focus on fulfilling orders and delivering the best possible customer service

Imagery for meal selection: The use of imagery on the kiosk menu means it's much easier for international students to understand the menu

Improved transaction value: 20% increase in average transaction values following improved customer journey

THE FUTURE

The trial has been so successful that Sodexo and Omnico are now in the process of rolling out kiosks to universities across the UK & Ireland, meaning that the solution will be in place across another 12 outlets in 8 universities.

Sodexo has said it will continue to evolve and innovate its use of technology to improve customer experiences across all the industries it serves. A trial for kiosk technology is already in progress with one of its global Business & Industry clients, and the company is continuing to develop and implement payment solutions such as click-and collect, self-check-out, and kiosks across restaurants.

<https://www.sodexo.com/inspired-thinking/reducing-lines-for-students.html>

“WE ARE CONFIDENT WE WILL TRANSFORM THE CATERING EXPERIENCE OF OUR THOUSANDS OF GUESTS, REGARDLESS OF THE TECHNOLOGY THEY USE TO ENGAGE WITH US, OR THEIR LOCATION.”

CHRIS FOWELL, SODEXO'S HEAD OF RETAIL SYSTEMS - EPOS AND PAYMENTS

TO FIND OUT HOW OUR PRODUCTS CAN HELP TRANSFORM THE CATERING EXPERIENCE FOR YOUR GUESTS, EMAIL ENQUIRIES@OMNICOGROUP.COM FOR A PERSONAL DEMO