

Experts in AI & Data utilising cloud solutions to drive business transformation.

## Digital Transformation for UK and Ireland Restaurant Chain

### The Background

A large entity managing 1500 restaurants across the UK and Ireland is undergoing a massive digital transformation. As a customer-focused organisation, the purpose of this transformation is to make customer interactions smoother and enhance operational efficiency.

### The Challenge

A large restaurant chain wanted to equip its workforce with better tool sets and eliminate legacy applications that were no longer fit for purpose. They were particularly focused on a tool previously developed to manage offers for customers. However, this tool was not scalable and was limited in providing multiple offers to different clientele efficiently.

The restaurant chain aimed to redevelop this internal tool, which was originally created to manage offers. Multiple tools were being used to engage with customers on offers, vouchers, and loyalty. The existing offer tool was based on ASP.NET WebForms technology and fulfilled its functional requirements by making read and write API calls to MTE endpoints and the OCE offer store. While this tool met requirements for a period of time, it was no longer compatible with the business needs. A rewrite was required to deliver a web app that could handle various operational efficiency tasks when engaging with customers, specifically managing offers, vouchers, and loyalty points.

### The Solution

An agile approach was adopted by TEKenable to deliver this tool to a large restaurant chain. The Offer Tool application was developed using modern .NET development tools and practices, with a cloud-first approach to hosting. The interface was built with core internal APIs, considering limitations and governance hurdles, and was run from the client's provisioned Azure cloud resources.

The tool developed was responsive to all devices, including desktops, tablets, and mobile phones. TEKenable adhered to the restaurant chain's design governance and branding guidelines and worked closely to put this solution together, providing 'read and write' functionality for offer vouchers and loyalty punches. The customer services team was now able to view current offers, push out new offers, and create additional offers.

### The Outcome

The restaurant chain now has a single tool to support the customer service team when engaging clients on offers, vouchers, etc., speeding up customer engagement. This tool is delivered and secured on the latest technology stack, providing additional functionality where commercial off-the-shelf offerings have gaps.

#### Features:

- Read & Write functionality for Offers, Vouchers and Loyalty Punches.
- View lists of current offers available and their validity.
- Perform customer accounts lookups.

