CX ASIA 2018
Kitchen Production in an Omni channel World

Dan Hinkson
IT'S AN OMNI-CHANNEL WORLD
Understanding the key business challenges
Key industry trends

“Meeting omni-channel expectations”
Key industry trends

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“The Aggregator & Delivery Revolution”
CX ASIA 2018

Key industry trends

“Meeting omni-channel expectations”

“The Aggregator & Delivery Revolution”

“Labour efficiency & optimisation”
Key industry trends

“Meeting omni-channel expectations”

“The Aggregator & Delivery Revolution”

“Labour efficiency & optimisation”

“The need for real-time kitchen data”
Who’s impacted by these challenges?

1. CASHIERS
   Want to increase throughput, reduce lines

2. KITCHEN STAFF
   Want to make sure the order is prepared and coursed correctly

3. CONSUMERS
   Want to order/pick up their food at their convenience – on time and freshly cooked

4. KITCHEN MANAGERS
   Want to make sure orders are given the proper priority and that inventory is accurate

5. I.T. LEADERS
   Want one point of configuration with seamless system integration

6. MANAGERS
   Want to optimize labor and improve speed of service
Who are the decision makers? What are their priorities?

**MARKETING**
- Creating a fantastic omni-channel guest experience and increasing attachment to the brand
- Faster and more accurate service improves customer satisfaction and strengthens affiliation

**OPERATIONS**
- Reduce wait and order times, increase kitchen throughput
- Enable the management and analysis of kitchen operations

**I.T.**
- Avoid managing disparate IT systems when implementing online and mobile ordering
- Limit the challenges associated with multi-vendor implementations
How we help solve the challenges
Challenge

Increasing production in kitchen environment

Key Features:

• Routing rulebook
Challenge

Increasing production in kitchen environment

Key Features:

• Routing rulebook
• Staff levels
Challenge

Increasing production in kitchen environment

Key Features:
- Routing rulebook
- Staff levels
- Load balancing
Challenge

Increasing production in kitchen environment

Key Features:

- Routing rulebook
- Staff levels
- Load balancing
- Routing based on cook times
Challenge

Improving the performance and speed of repeatable tasks in make lines

Solution:

Bin functionality:

- Simple bin
Challenge

Improving the performance and speed of repeatable tasks in make lines

Solution:

Bin functionality:

• Simple bin
Challenge

Decreasing preparation times for long-cook times

<table>
<thead>
<tr>
<th>Item</th>
<th>6:30 PM</th>
<th>7:00 PM</th>
<th>7:30 PM</th>
<th>8:00 PM</th>
<th>8:30 PM</th>
<th>Day So Far</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Proj</td>
<td>Sold</td>
<td>Proj</td>
<td>Sold</td>
<td>Proj</td>
<td>Sold</td>
</tr>
<tr>
<td>Grilled Chicken</td>
<td>22</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>22</td>
<td>0</td>
</tr>
<tr>
<td>BBQ Wings</td>
<td>15</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>15</td>
<td>0</td>
</tr>
<tr>
<td>Buffalo Wings</td>
<td>20</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>20</td>
<td>0</td>
</tr>
<tr>
<td>Chicken Strips</td>
<td>11</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>11</td>
<td>0</td>
</tr>
<tr>
<td>Roast Beef</td>
<td>14</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>14</td>
<td>0</td>
</tr>
</tbody>
</table>

Solution:

- Enable Aloha Kitchen Forecast / Import Forecast
Challenge

Decreasing preparation times for long-cook times

Solution:

- Enable Aloha Kitchen Forecast / Import Forecast
- Forecast Bins
Challenge

Accurately quoting order ready times

Solution:

• Enable Aloha Kitchen-Aloha Takeout integration
Challenge

Accurately quoting order ready times

Solution:

- Enable Aloha Kitchen-Aloha Takeout integration
- Aloha Takeout quote time management
**Challenge**

Accurately quoting order ready times

**Solution:**

- Enable Aloha Kitchen-Aloha Takeout integration
- Aloha Takeout quote time management
- Fire Aloha Takeout orders base promise time using cook times
Challenge

Making it easier for consumers to collect orders placed outside the restaurant

Solution:

• Customer display board
Challenge

Making it easier for consumers to collect orders placed outside the restaurant

Solution:

• Customer display board
• Sending the Cooking Status from Aloha Kitchen to Aloha Takout
Challenge

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- Leveraging Aloha Takeout Guest Name in Aloha Kitchen
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- Text paging
Challenge

Making it easier for consumers to collect orders placed outside the restaurant

Solution:

• Customer display board
• Sending the Cooking Status from Aloha Kitchen to Aloha Takout
• Leveraging Aloha Takeout Guest Name in Aloha Kitchen
  • Text paging
  • Printing Aloha Takeout artifacts upon Aloha Kitchen bump
Challenge

Making it easier for consumers to collect orders placed outside the restaurant

Solution:

- Customer display board
- Sending the Cooking Status from Aloha Kitchen to Aloha Takout
- Leveraging Aloha Takeout Guest Name in Aloha Kitchen
- Text paging
- Printing Aloha Takeout artifacts upon Aloha Kitchen bump
- Sticky media kitchen chit on bags or tray
# Who are our competitors?

## THEIR STRENGTHS

<table>
<thead>
<tr>
<th></th>
<th>NCR DIFFERENTIATORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Long history in the space</td>
<td>• Single source provider of both omni-channel POS platform and kitchen system</td>
</tr>
<tr>
<td>• Often competes on the basis of their existing hardware deployments</td>
<td>• Stronger overall solution when compared head-to-head in larger opportunities</td>
</tr>
<tr>
<td>• Interfaces with Aloha POS</td>
<td>• Single source provider of both omni-channel POS platform and kitchen system</td>
</tr>
<tr>
<td></td>
<td>• Stronger overall solution when compared head-to-head in larger opportunities</td>
</tr>
<tr>
<td>• An approved 3rd-party partner of NCR</td>
<td>• Unable to route orders appropriately</td>
</tr>
<tr>
<td>• Primary differentiator is their integration with Kitchen production/display equipment</td>
<td>• Insufficient when accommodating omni-channel orders</td>
</tr>
<tr>
<td></td>
<td>• No ability to prioritize orders based on channel</td>
</tr>
<tr>
<td>• No learning curve</td>
<td></td>
</tr>
<tr>
<td>• Full control by kitchen staff</td>
<td></td>
</tr>
<tr>
<td>• Low cost of entry</td>
<td></td>
</tr>
</tbody>
</table>
Overcoming common objections

**PRICE**
- How to overcome:
  - Build a conversation around the guest experience
  - Develop a solid business case/ROI

**RESISTANCE TO CHANGE**
- How to overcome:
  - Learn their business drivers
  - Position the solution accordingly

**PERCEPTION OF FEATURE SET**
- How to overcome:
  - Discuss that kitchen is not an “add-on” solution – it is an integral component to the overall guest experience
  - Position our feature set as strong and has capabilities that others don’t/can’t replicate

**NCR IS ALL OR NOTHING**
- How to overcome:
  - Reinforce that we do integrate to third parties
  - However, communicate that the NCR solution integration is a key component to offering a seamless guest experience
What is next?
NCR Corporation Disclaimer

The information on any roadmap shown is not a commitment, promise or legal obligation to deliver any material, code or functionality. The development, release and timing of any features or functionality described for our products remains at our sole discretion. Future product will be priced separately. This roadmap does not constitute an offer to sell any product or technology.
## NCR managed solutions

### Kitchen Roadmap Overview

<table>
<thead>
<tr>
<th>On the <strong>TABLE</strong></th>
<th>At the <strong>WINDOW</strong></th>
<th>In the <strong>KITCHEN</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Long ticket time alerts</td>
<td>Printing simplification</td>
<td>Assembly line UI</td>
</tr>
<tr>
<td>Dynamic item cook times</td>
<td>List view production display</td>
<td>2nd Expo</td>
</tr>
<tr>
<td>Enhanced International localization</td>
<td>Configure screen background color</td>
<td>Pulse Kitchen Tile</td>
</tr>
<tr>
<td>New touch screen terminal (KT2200)</td>
<td>International text order status communication via LRS</td>
<td>Health check tool</td>
</tr>
<tr>
<td>Order cell can display ATO Source, Destination, Customer Name</td>
<td>LRS pager integration</td>
<td>Display Order ID and Reference String</td>
</tr>
<tr>
<td>Support for multiple Customer Display Boards at a single site with multiple concepts</td>
<td></td>
<td>Embed URL link in Recipe Viewer</td>
</tr>
</tbody>
</table>
Aloha Kitchen – What’s next?

2nd Make Line – Available 1H 2019
Aloha Kitchen – What's next?

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Aloha Kitchen – What's next?
The results...

• “In 2017, the company invested in a revamped app, and **began building a new digital backend into its stores.** That strategy is paying off faster than any analyst could have imagined…”

• “Chipotle’s digital sales grew 33% in the last single quarter after growing 20% the quarter before. That puts Chipotle’s digital sales at half a billion dollars”

• “…recently has **the company introduced a second**, behind-the-scenes make line, loaded with computer monitors. This update gets your order made faster, and with nearly perfect accuracy.”

• “With the new screens, which are already in place at 300 locations and will grow to 900 by the end of the year, employees see images of an order’s ingredients, instead of words, and labels are printed automatically instead of handwritten. The new system makes it easier and quicker to train workers, and orders are more accurate…”
Thank You!

Questions?