

# Accelerating Business Value for Quick Serve Retailers with IoT Analytics-based Service



## INDUSTRY PROFILE

Mobile devices have produced new always-connected consumers, which has dramatically changed the face of retail. New loyalty programs and location-based options are some of the ways retailers are adapting to the evolving expectations. Quick Serve Retailers, such as McDonald's, are turning to IoT Technology and Analytics to manage the consumer experience and drive loyalty by creating value with new service offerings.

## BUSINESS CHALLENGES

Attracting new customers and maintaining customer loyalty are also key challenges for quick serve retailers. The high cost of attracting new customers and the difficulty of retaining customers are major concerns for these organizations.

Managing a supply chain of perishable items to meet consumer demand is another key challenge.

## VALUE-ADDED SERVICES – ENABLED BY IoT ANALYTICS

Providing the customer exactly what they want at the precise time they want it is what ultimately drives success in Retail. Retailers need to be able to understand what their customers are going to request and when based on a variety of factors, so that they can start predicting demand and executing their supply chain in real time.



One way to add value is to sell a 'service' over a product, such as selling lunch meals X number of times per month for a discounted rate instead individual transactions.

Delivering that service effectively and efficiently depends on analytics.

Driving towards this services-based model requires a robust IoT Analytics Platform that can handle a large volume of data to make predictions and recommend actions for service offerings. Adding real-time data points like weather forecasts can greatly improve their ability to stock the items their customers are going to want such as cold items when there is a heat wave. . Another data point that can be incorporated is location, which allows for services such as having customer's requested order ready for them when they arrive.



## BUSINESS BENEFITS

Retailers, especially Quick Serve Retailers, are in an interesting position to accelerate the adoption of IoT technology, applications and analytics. The complexity of customer desires and potential for driving loyalty, make it ideal for an IoT Analytics platform to analyze the disparate data necessary to predict what a customer will want and when they will want it. IoT Analytics delivers a wide range of benefits:

- Significant increase in customer satisfaction
- New revenue via subscription/membership services that provide the customer what they desire on a monthly versus per individual transaction basis
- Enhanced customer experience and loyalty

IoT Analytics and Quick Serve Retailers are a good match. The rich data collected by sensors helps to drive improved customer experience and customer loyalty while at the same time reduce spoilage and generating more predictable revenue streams. These service opportunities are made possible by leveraging new technology and concepts such as Vitria's Analytics Value Chain and IoT Analytics platform.