GET THE UNFAIR ADVANTAGE

Make the right decision every time through insights about every area of your restaurant business

Spot Opportunities
Engage Customers
Track Performance

MANTHAN

Increase customer engagement through real-time cross-channel targeting, digital and journey marketing and intelligent micro-segmentation.

Real-time, Cross-Channel Targeting

Deliver higher ROI by harnessing customer data from various source systems, analyzing customer behavior, uncovering marketing opportunities and engaging customers with personalized omnichannel marketing.

Execute personalized 1-1 omnichannel campaigns across channels, based on the customers' context. Personalize your communications based on time of day, past purchase behavior, demographics, events, and more.

Digital and Journey Marketing

Mobile: Improve engagement on your mobile app through analytics. Engage customers with rich media notifications in real-time based on location, current order, cart components and historical relationship with your brand.

Online: Influence customers as they place online orders by recommending relevant products that they might like, suggest add-ons such as sides, beverage, dessert, and more. Minimize abandonment with timely intervention.

Social: Target your best and at-risk customers on social platforms to drive retention and win every meal occasion.

Intelligent Micro-Segmentation

Create micro-segments to improve targeting

- Understand why customers come to your locations. Are you winning office-goers coming for quick bite or large groups for family and friends occasions?

- Use behavioral clustering, propensity models and churn prediction algorithms to surface customer opportunities and risks. Identify customers that are most likely to respond to specific promotions, or customers that are likely to churn

- Dynamically segment customers on multiple dimensions such as day-part, order value, visit frequency, price sensitivity, taste and occasion preferences and more

- Measure the lifetime value of each of your customers to identify high potential segments. Learn which are your best segments, acquisition channels and campaigns

Customer Lifecycle Marketing

- Track customers as they move through the stages of new, active, inactive, lapsed. Market to the customers based on the stage they are in, such as:

- Encourage new customers to revisit, and build loyalty

- Get your active customers to try out new products they'd like, order more often and upgrade to premium menu items

- Proactively identify customers at-risk and deploy tactics to retain them

Use intelligent segmentation and targeting to:

- Increase installs and mobile app usage with targeted alerts

- Cross sell and upsell with timely recommendations during customer buying journey

- Target customers by proximity, day part and day of the week

- Improve campaign ROI by using the optimum channel mix

Transform to the next level

BUSINESS OBJECTIVE	CURRENT STATE	POST ANALYTICS
Gain insight into customers	Broad market research-based knowledge	Understanding of each individual customer and their motivations
Business growth from marketing	Calendar based campaigning, broadcasted messages	Targeted communication triggered by customer activities
Single view of business	Incomplete, inconsistent, out-of-date data that is not business friendly	Real-time access to intuitive insights that surface key issues and opportunities

Empower your business users with analytics

Business stakeholders can easily track performance across multiple areas. This is enabled through:

- Consolidating data into one system for a single source of truth

- Easy access to visual dashboards, drill-down and root cause analysis

- On-the go access to insights through mobile

- Real-time tracking of key metrics

- Advanced analytics and unstructured data analytics

Business functions served

Sales:
Provides key insights on performance of stores and product, productivity of resources, and depicts trends for a holistic picture of day to day business and store performance.

Customer Satisfaction:
Tracks Net Promoter Score and customer satisfaction for stores over time, and identify reasons for dissatisfaction. The module gives a view of NPS performance by channel and store, allowing deep dive analysis of relationship of NPS with store performance.

Operations:
Analyzes key operational metrics such as delivery time, cook time, store efficiencies, labor, and more. Restaurant managers can also track the performance of franchise owners by region and/or store.

HR:
Provides analysis around employee training, and tenure, and their relationship with store performance.

Digital Engagement:
Enables understanding of online customer purchase behavior, source of traffic, traffic conversion, online sales, and more

Menu:
Impacts transaction value through association of menu items/ products which sell well together based on historical sales patterns and customer choices by demography

Promotions:
Enables clarity into performance of various promotions and their impact on sales. Curates best promotions that appeal to different customer segments, while maintaining margins

Empower your business users with analytics
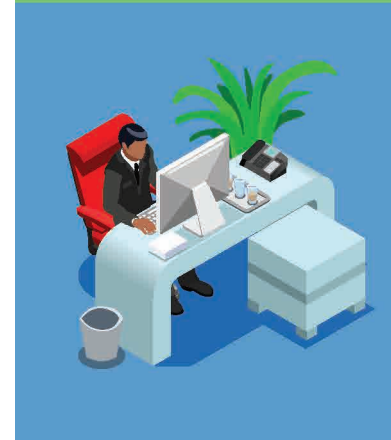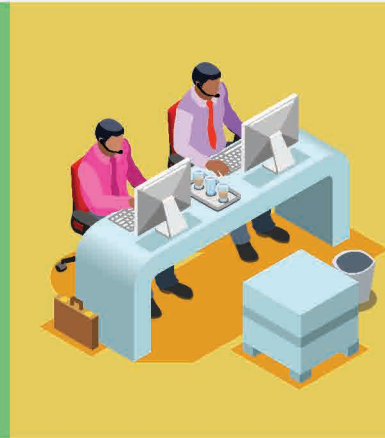
Identify growth opportunities

Store Location Analytics

Manthan's Store Location Analytics can help you identify and analyze the potential of a new store location, using comprehensive data sets that impact store performance.

- Recommends best locations using advanced machine learning algorithms.

- Identifies pockets of demand and potential locations in a given geographic area.

- Projects store performance, geo-spatial data visualization and analysis toolsets.

- Scores and ranks comparable locations to determine the best location, type of audience.

- Recommends store format/ size for each location

- Estimates demand to generate a Sales Forecast for specific locations.

Some of the reputed QSR brands we serve

MANTHAN

ABOUT US

Manthan is a leading cloud analytics company that has pioneered analytical applications for consumer-facing businesses. We excel in the application of decision sciences, advanced math, and artificial intelligence and have a restless ability to invent and bring ideas to life. Headquartered in Bangalore with offices in Santa Clara, London, Dubai, Mexico City, Singapore and Manila, Manthan's current client footprint spans 22 countries. Leading investment firms like Norwest Venture Partners, Temasek Holdings, and Eight Roads (Fidelity International Limited) feature on Manthan's board. **For more information, go to www.manthan.com**

Manthan Inc.

5201 Great America Parkway, Suite 320, Santa Clara, CA 95054, t: +1 800 746 9370

Santa Clara | Mexico City | London | Dubai | Bangalore | Singapore