

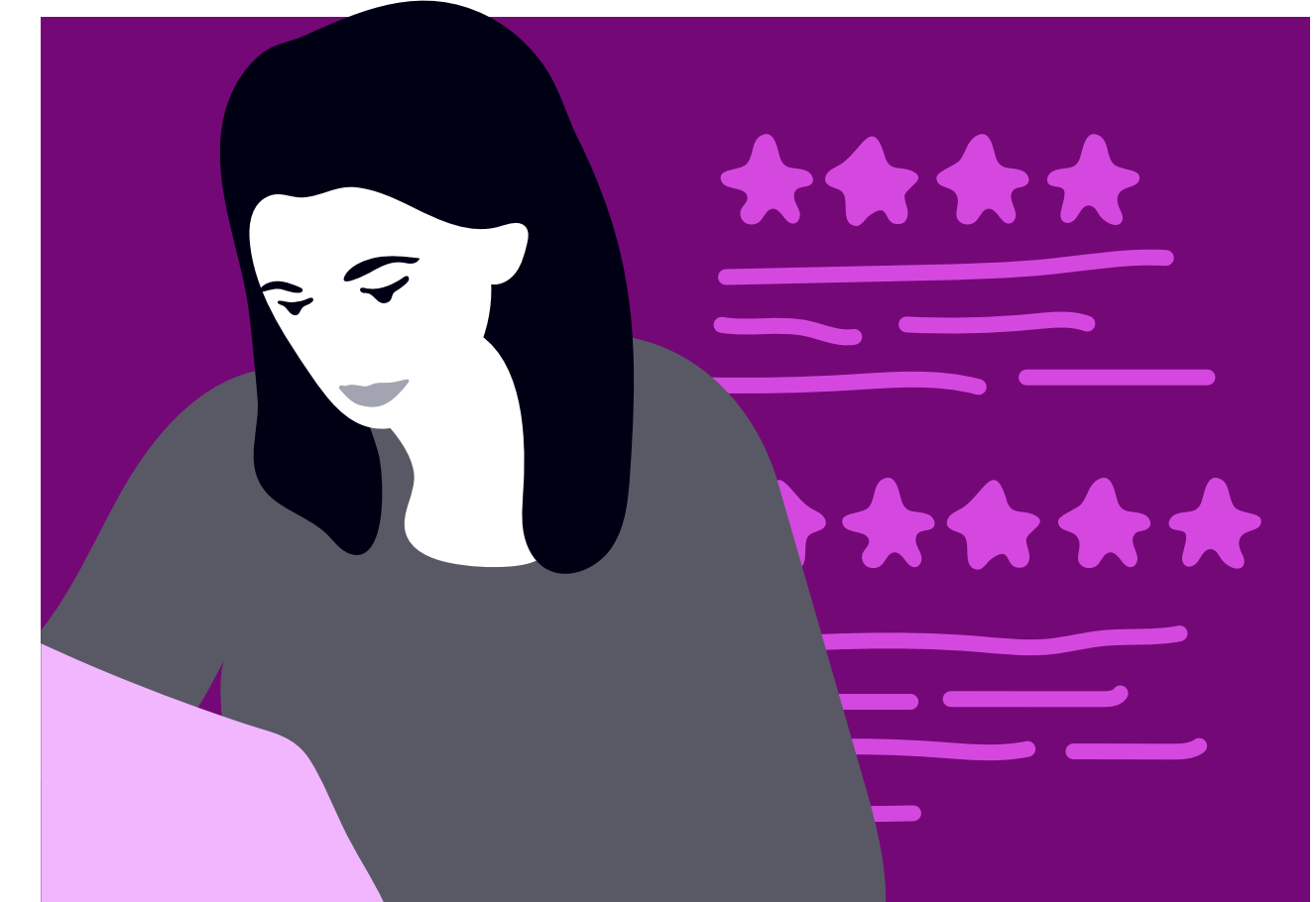
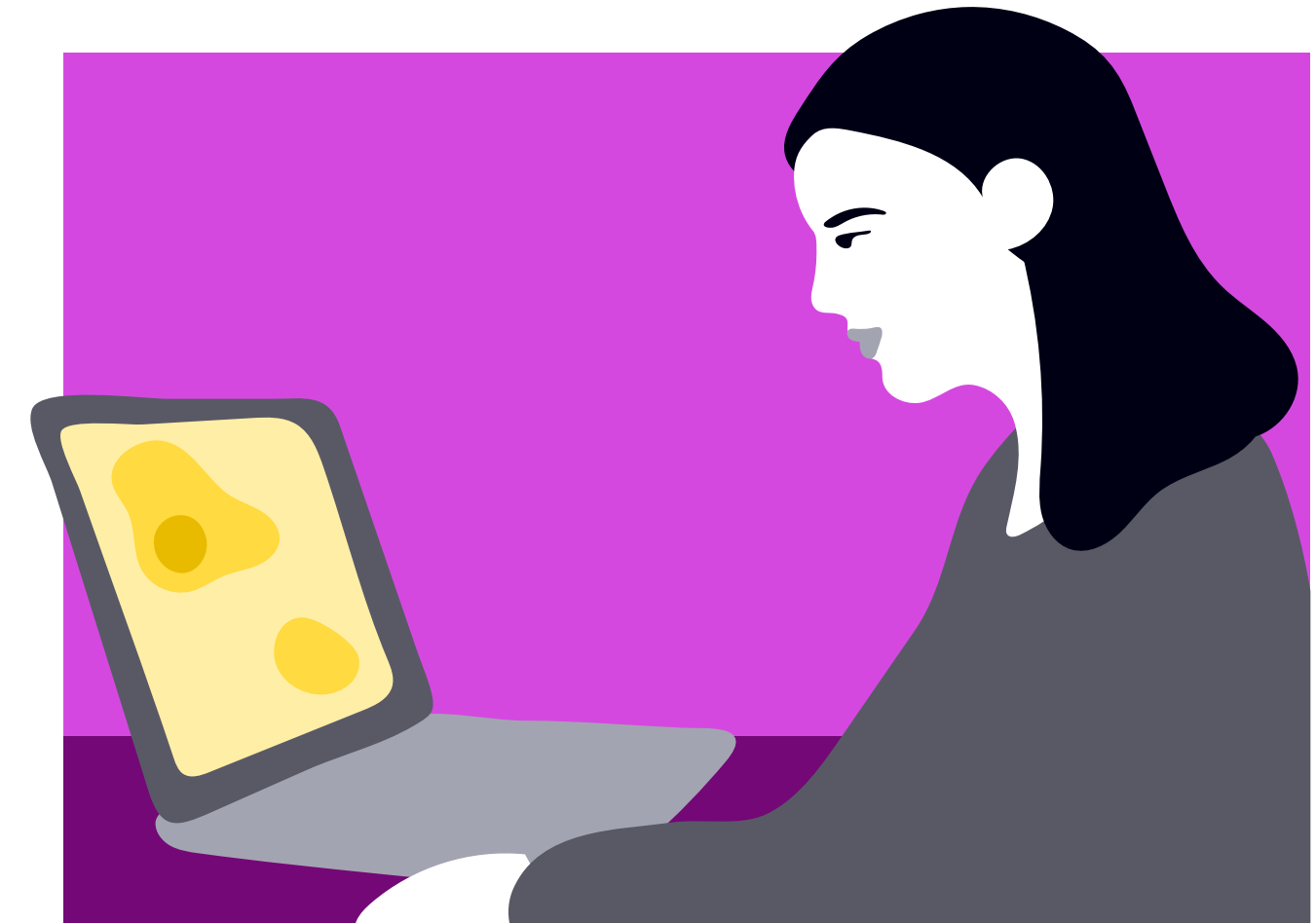
Mei Discovers Observations Suite

Mei is opening a new restaurant and is looking for the best tools to simplify all of the complexity of her venture. While reading an industry magazine on an airplane, she comes across an ad for Observations Suite and marks it so she can research the product later. Once at home, Mei visits the website and reads feature descriptions to better understand what the product suite offers and how payment works. She digs deeper into the FAQs to see what the most common issues are. With many of her questions answered, Mei decides to create an account and try out Observations Suite. After playing with the various features for an hour, she decides that the tool is worth the investment, and she pays for the membership. After a week, her installation package arrives, complete with a setup guide so that Mei can take care of everything she needs to in time for her grand opening.



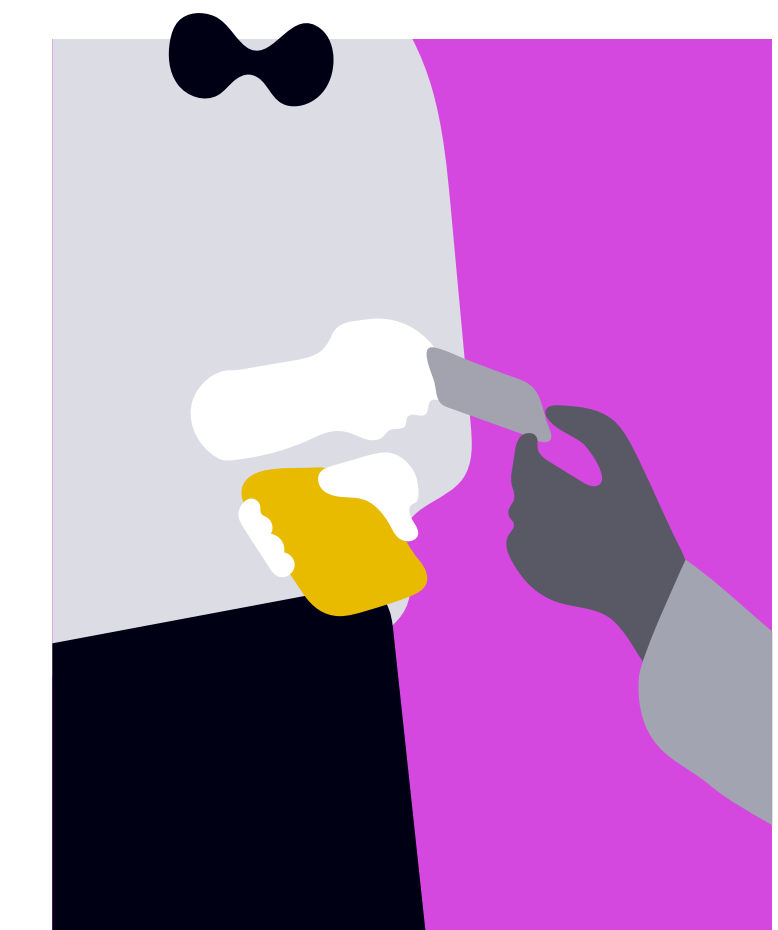
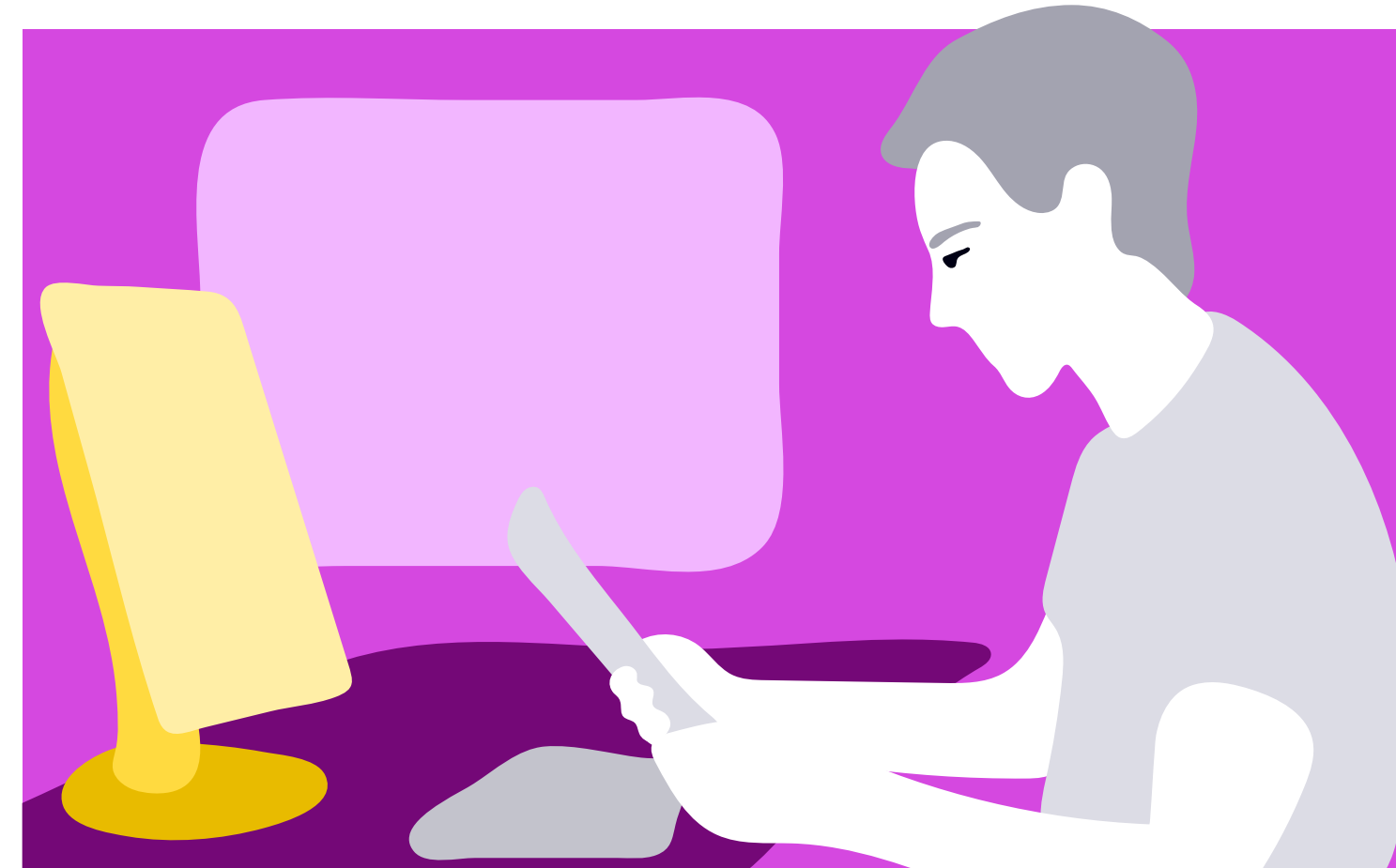
Mei Optimizes Customer Flow

After a month in business and a handful of write-ups by local media, Mei has a lot more customers, and the busy times at the restaurant are overwhelming. Queues run out the door, and her customers are growing frustrated and leaving negative reviews. Mei turns to Observations Suite to see what she can do to improve efficiency. She looks at her aggregated analytics dashboard, which highlights a correlation between long wait times and online orders for pickup. She reviews the restaurant-layout analytics and discovers that customers are waiting in the normal line even when they're just picking up. The next morning, she experiments with signage to create a clear and separate place for pickup orders. The experiment works, resulting in lower queue times and better customer reviews.



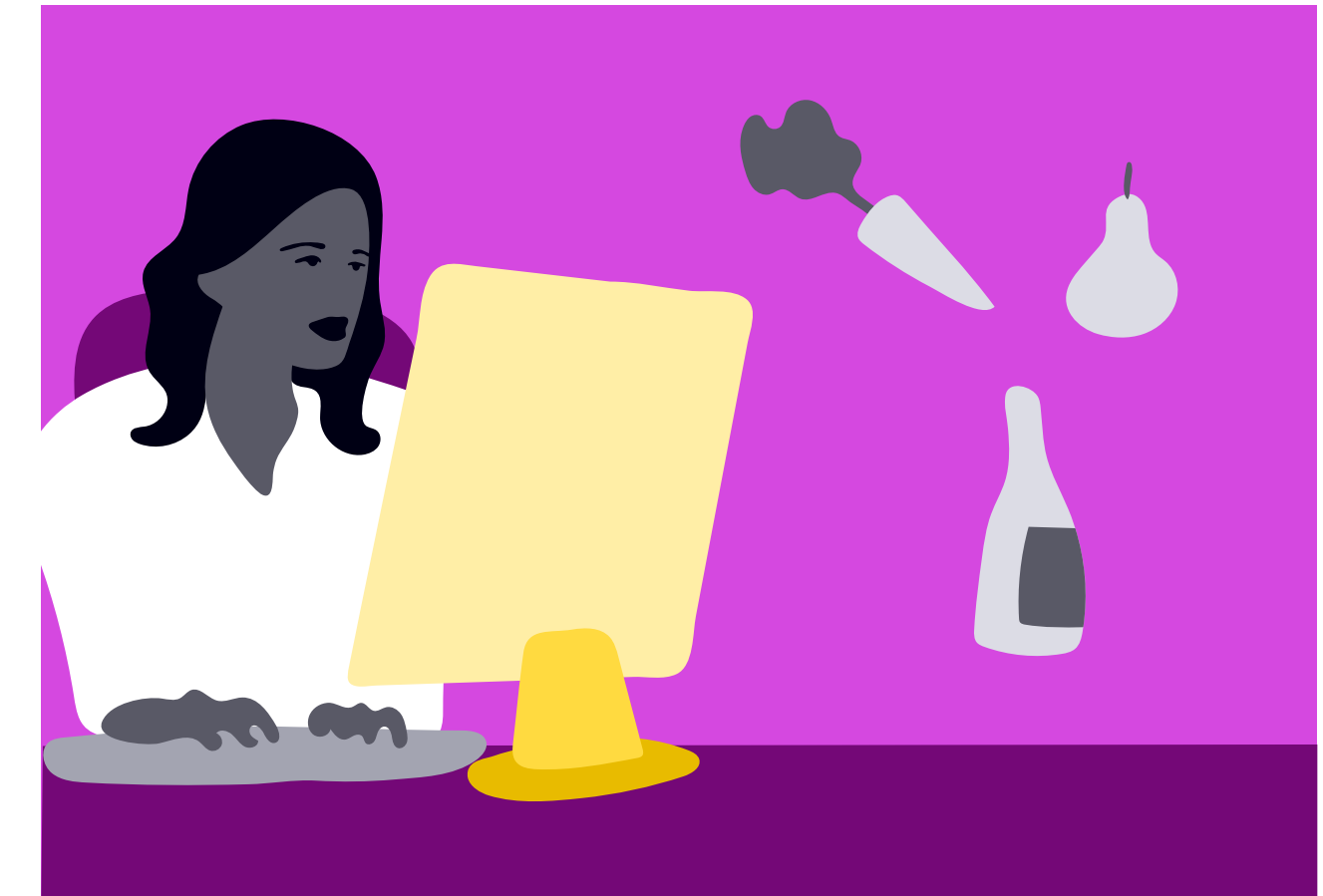
Tony Works His First Busy Night

Tony starts a new job as a server and has a good deal of training to get ready for his first Friday night rush. He spends his first day watching video walk-throughs and learning his way around the Observations Suite tools that he'll use. He shadows another employee for a few days before he's ready to try things on his own. On his first busy night, Tony starts by looking through the incoming reservations and assigning guests to tables, making sure that guests with seating preferences get the tables they prefer. As guests begin to trickle in, he takes their orders, making sure to accommodate special needs and allergies. He even greets a regular guest with her favorite drink to celebrate her birthday. As guests wrap up their meals, Tony collects payment and receives many gracious tips for a job well done.



Colette Customizes Recipes

It's autumn and time for Colette to release the restaurant's fall menu. The restaurant owner has asked for more local and sustainable dishes to keep up with trends in the market, so Colette puts together a handful of new and experimental dishes that she believes their customers will love. During the first week on the new menu, the ordering of new dishes is irregular, and the kitchen often runs out of key ingredients. Colette is able to order more easily using the Observations Suite interface, but the deliveries can't come fast enough. Colette grows increasingly frustrated with her inability to predict when ingredients will run out of stock. After three weeks of struggling with the new menu, Colette receives insights from Observations Suite about when she should order what to meet the fluctuating demands of the restaurant's customers. She takes the system's advice and no longer has issues with stocking.



Dario Makes Customers Feel Special

Dario has been a barista at a small coffee café for years. This morning, a regular customer comes in, and Dario greets her with a smile. She wants her usual drink, and because it's her tenth, she gets one for free. Dario makes her coffee.

As the café grows, he's received coaching from his boss to do a better job of capturing everything he knows about their customers in Observations Suite's CRM system, so whenever a new customer comes in, Dario asks if they'd like to be a part of the loyalty program. If they say yes, he enters them into the CRM system so that the company can better serve its customers.



Maria Markets Her Restaurant

Maria enjoys running a restaurant, especially the marketing side of things. She uses Observations Suite to maintain her store's website, to track analytics from her social media efforts, and to create, share, and track campaigns and special promotions. With Valentine's Day approaching, she decides to create a special promotion for a prix fixe including a special red-velvet heart cake dessert for two. She creates the campaign and then sends it out in an email, publishes it on the site, and uses social media to promote it. Over the next two weeks, as her restaurant gets many reservations for Valentine's Day, she watches her campaign's performance. At the end of the quarter, she receives an email where she can see that the campaign performed better than others, and so she decides to create similar offers for other holidays.



Appendix: Additional Key Scenarios

Colette Solves a Kitchen Mystery

Colette has been managing the kitchen in a small chain restaurant for over a year when the company she works for decides to install the new Observations Suite system. At about the same time, Colette notices an uptick in the number of dishes being sent back to the kitchen due to being prepared incorrectly. Because there have been so many changes— from employees to the menu itself—Colette doesn't know what's to blame. One night after the restaurant closes, Colette looks into the analytics to see what the problem is. She reads some customers' reviews to confirm that special requests are often being forgotten and reviews her employees' scheduling. There is no correlation. In a final effort to understand the problem, she reviews her kitchen layout. In this visualization she discovers that the pastry chef is often working in front of the incoming-orders display and preventing other kitchen staff from seeing the details of customers' orders.

Charlie Discovers Observations Suite

Charlie visits a big industry conference with other regional managers of his chain. While at the conference, he sees a representative from Omniscient speaking, and he's inspired to check out the Observations Suite booth afterward. At the booth, he meets with a representative who shows him what the Observations Suite can do for the restaurants in his region. Not wanting to make a rash decision, Charlie takes an information packet. A month later, Charlie decides to switch over to the Observations Suite and has the company come out to do complete installation and customization for each of his twenty-seven stores.

Charlie Manages Stores in His Region

With Observations Suite tracking performance in all of his restaurants, Charlie feels able to experiment more. Each week, he optimizes store layouts and employee shifts based on data and insights, keeping an eye on how each change affects both his customer feedback and his stores' performance. By the end of two months, the entire region is outperforming all others.

As the quarterly meeting approaches, Charlie uses Observations Suite's visualizations to highlight the improvements he's made, creating a presentation to the board. With such quantifiable success, the board decides to roll out Observations Suite to other regions as well.