# RESTAURANT / CASUAL DINING

A $0.9B multi-brand restaurant chain with over 3,700 restaurants worldwide and 3,600 employees

*"CompassX has been extremely proactive and tenacious to get items in the queue done and get the backlog in a good state. The team is doing great, adding value to our business and setting a standard for the broader Product Owner function."*

**- Executive Director, Product**

## BUSINESS FUNCTIONS

» PMO
» Digital
» Marketing

## COMPASSX SERVICE OFFERING

» Agile Project Execution
» Digital Transformation
» Program & Project Management
» Product Management

## CLIENT SPONSOR

» Executive Director, CRM

## THE CHALLENGE

CompassX supported our client's first-ever Loyalty program, completely custom-developed and fully integrated with Punchh, the omni-channel loyalty & engagement platform. The program allows guests to accrue points for their online purchases and in-restaurant dining which can be redeemed for food, branded merchandise, and other products. In addition to existing platform integrations, we supported the re-design of their website, iOS, and Android apps to meet their modernized brand standards. The project was scoped with a firm deadline for launch within 6 months.

## THE SOLUTION

The project had three scrum teams of about 10 team members each, including onshore and offshore resources. Each team was dedicated to a channel (web, iOS, Android) and each channel had a dedicated Product Owner. We acted as Product Owner for the web workstream of the Program using Agile methodology. Daily stand-ups included vendors to mitigate risk and ensure milestones were met.

**More specifically, we delivered:**

» Integration with a new Identity Management provider (Punchh)

» Development from scratch of Loyalty-related backend services that act as the middleman between Punchh and the client-facing interfaces

» Rewiring of the services that communicate with the Online Ordering provider (Olo)

» Modern UI/UX for web and mobile, including revamped online ordering for customers to enjoy an intuitive, user-friendly food-ordering experience. Customers can claim points earned from in-restaurant dining by scanning a barcode found on their receipts directly on the app.

## THE RESULTS

**The Program is still under development, but current highlights of the project include:**

» 2 months into the project, we launched the new Identity Management provider for our client's US customer base of about 8M users; a foundational piece of the loyalty program.

» Successfully launched a beta version on iOS, which is available to a select group of franchisees and internal team members of the program.

» In addition, we trained and coached 15+ client staff and team members on Agile/Scrum best practices, leading by example with our delivery work on the loyalty program.