RESTAURANT / QUICK SERVICE

A Quick Service Restaurant (QSR) operating over 7,000 restaurants that serve more than 40 million customers each week in the U.S.

"CompassX jumped in and provided value very quickly. They've been able to keep things organized & move the needle forward by taking on a lot of technical details that several others were not able to handle. CompassX has had such initiative and ownership of their projects....all around nothing but positive things to say."

- Director, Information Technology

BUSINESS FUNCTIONS

» Marketing & Digital
» eCommerce
» Menu & Production Services

COMPASSX SERVICE OFFERING

» Product Management
» Agile & Scrum
» Process Improvement
» Digital Experience Enablement
» Product Roadmapping
» Product Development

CLIENT SPONSORS

» Director, Marketing Technologies
» Director, eCommerce
» Director, Digital

compass✕ group

Business and Technology Consulting

CLIENT
SUCCESS
STORY

RESTAURANT /
QUICK SERVICE

THE CHALLENGE

Our client had set a goal to double their loyalty program user base and significantly increase digital sales. In order to do so, they engaged CompassX to establish an eCommerce Product Team dedicated to enhancing the loyalty functionality of mobile apps and web. The team was also charged with enabling integration between eComm platforms and various customer engagement platforms to support execution of loyalty rewards, campaigns, and innovative digital experiences.

THE SOLUTION

Agile & Scrum Adoption

In the beginning of the project, the client had been managing their product requests via Kanban. It had become harder to track progress of analysis work, development tasks, and release timelines as the client tried to expand on loyalty features and scale the program. CompassX worked with business stakeholders to prioritize and define the scope of the product requests to create a product roadmap and execute the priorities against Scrum methodology. This new approach enabled the client to divide complex tasks up into smaller, manageable activities and increase productivity.

We then collaborated with middleware teams and third party vendors to understand the dependencies and requirements for integrating eComm platforms with various CRM solutions and customer engagement platforms.

Loyalty Digital Experience Enablement

CompassX partnered with Product, Design, Marketing and Operations teams to launch new digital experiences and offers to customers, managing requirements gathering, product development, and end-to-end testing.

In addition, we implemented a new data configuration process and a more robust test plan across different staging environments for new product and offer launches to reduce errors caused by manual inputs.

THE RESULTS

» Achieved goal of doubling loyalty program user base and a 90% increase in digital sales

» Established 2-week sprint structure that aligned all product teams within the organization, utilizing Jira boards and Confluence pages to manage product requirements and development tasks which have increased velocity by 60%

» Created a playbook with a clearly defined process for cross functional teams to execute new digital offers smoothly every month

» Helped client successfully integrate with new Customer Engagement Platform, enabling owned channel campaigns (such as push notifications, email) to reach over 10 million customers

100% increase in loyalty program user base	**90% increase in digital sales**	**60% improved velocity**	**10M customers reached**