



## RESTAURANT / QUICK SERVICE

A multi-brand Fortune 500 restaurant conglomerate with over 50,000 restaurants worldwide

*"The Customer 360 capability was voted universally by leadership as the most ready to deliver immediate value in 2022 and was selected for continued and expanded investment."*

**- Director, Information Technology**



### BUSINESS FUNCTIONS

- » Marketing
- » Digital
- » IT



### COMPASSX SERVICE OFFERING

- » Agile & Scrum
- » Data & Analytics
- » Digital Transformation
- » Product Management
- » Product Enablement



### CLIENT SPONSORS

- » Chief Strategy Officer
- » Chief Digital Officer
- » VP, Marketing
- » VP, IT
- » Director, IT



## THE CHALLENGE

Digital product development teams and senior leaders were unable to access all the customer data events they needed in one location. In addition, it was burdensome to compile and report on the millions of daily customer data points in order to make informed marketing decisions.

## THE SOLUTION

### Product Management Capability Building

Prior to establishing sprints, the team was using a Kanban methodology, which was no longer appropriate for known scope and fixed resources.

CompassX helped the client adopt Scrum methodologies, defining the work through stories and grooming a backlog they could execute, establishing a framework of known activities to develop data products.

We then orchestrated the data team work with other key business partners, establishing cadences aligned with the digital product development team, Jira boards, and Confluence pages to manage product development details.

These shifts increased velocity and efficiency sprint over sprint for three consecutive months.

### Stakeholder Management

CompassX helped the client plan with and communicate to key stakeholders what to expect and when. We also stood up working groups within the CMO and CIO organizations to ensure meaningful prioritization. During monthly roadmap and priority setting meetings, we worked with these groups to drive backlog development at a feature-focused product owner level. This approach ensured the work was always meeting the most immediate needs of business stakeholders.



## THE SOLUTION (continued)

### Data Democratization

CompassX started a data democratization effort to get non-technical people access to the data they needed without requiring technical skills. We built drag-and-drop reporting interfaces and data sets designed to support combining data in meaningful ways to answer business questions.

Not only did our team provide data to the business, but we also did so at global scale. We built a customer engagement data model, “Customer 360”, capable of supporting business insights, integrating multiple engagement data sources and landing over 20 million customer data events per day.

## THE RESULTS

In only four sprints we...

- » Delivered 5 features
- » Launched a new platform and retired 2 others
- » Created a model to ingest and share 20 million customer engagement events per day across 9 data sources
- » Established a Product Management capability for the data teams
- » Improved stakeholder relationships by orchestrating business and data needs

Ultimately, we enabled our client to own a near-real time global data ingestion, integration, and analysis capability of delivering insights in easy to use tools to their marketing partners.

**20M daily customer  
events captured**

**5 features delivered  
in one platform**

**9 data sources  
integrated**