



# Transforming the Guest Experience

Capgemini's Solutions for Restaurant Leaders



## Moving Forward

Today's restaurant industry is undergoing a period of transformational change. Elevated guest expectations are impacting every aspect of your business, from your menu to your supply chain. New market entrants are stealing market share. And smaller, independent restaurants are driving industry growth. To survive in this new world, you need to:

- Offer a personalized guest experience that extends beyond the restaurant visit.
- Expand traditional menu offerings to meet changing guest preferences.
- Increase the efficiency and effectiveness of your restaurant operations.
- Build a responsive supply chain that allows you to offer better food transparency.

**Our Restaurant Transformation Solutions include:**

- Accelerated Restaurant Transformation
- Restaurant of the Future
- Smart Digital Restaurant
- Smart Guest Engagement
- Menu Management as a Service
- Restaurant in a Box
- Virtual Restaurant
- Demand-sensing Supply Chain

## Proven Experience

**Transformation**

Serving the Top 9 restaurant chains globally, encompassing 135,000 restaurants across 120 countries, Capgemini helps clients imagine and realize a better future for their businesses - from consulting and implementation services through ongoing servicing.

**Analytics**

Capgemini combines technology excellence, data science, and business and industry expertise to help organizations drive valuable and actionable insights from internal and external data.

**Innovation**

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms.

# Restaurant Transformation Examples

## International Casual Dining Chain



International chain of **1000+ casual dining bar and grill restaurants** turned to Capgemini to design and integrate an eCommerce platform to **improve the guest experience**, capture the hearts and wallets of new segments, and offer guests the same fun experience inside and outside the restaurant.

## Large Global QSR Chain



Capgemini helped this **large global QSR chain** streamline their store deployment process, transform their contact centers, and simplify their digital architecture, leading to an **increase in store profitability**.

## Leading QSR Chain



Capgemini helped this **medium-sized quick service restaurant** with more than 6500 restaurants across the US develop and implement a **digital eco-system** to support their strategic client-facing mobile initiatives, leading to an **increase in guest engagement and loyalty**.

## Family-style Restaurant Chain



This chain of **500+ family-style restaurants** turned to Capgemini to design and implement an ERP solution to provide real-time financial visibility, better financial controls, and automated planning, forecasting and purchasing activities, resulting in an **increase in restaurant efficiency** and a **reduction in operational costs**.



To discuss your needs, start by contacting:

**Vince Crimaldi**

Vice President, Restaurants  
[vince.crimaldi@capgemini.com](mailto:vince.crimaldi@capgemini.com)