



CASE STUDY

ZANKOU
CHICKEN



Contact us today!



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CHALLENGES

- **Integration Issues:** The client's existing system lacked proper integration with Restaurant365 (R365), causing inconsistencies and inaccuracies in reporting. This could have led to difficulty tracking sales, inventory, and other key performance indicators (KPIs).
- **Online Ordering Inefficiencies:** The design of the online ordering system resulted in "button fatigue" for customers, overwhelming them with choices and ultimately leading to order abandonment.
- **Paper-Based Order Management:** The restaurant's reliance solely on printed paper tickets caused inefficiencies during peak hours. Orders could be misplaced or lost, especially during the lunch rush, resulting in delays and customer frustration.
- **Inconsistent Firing Times:** The client's kitchen operation faced inconsistent firing times for menu items, and kitchen staff struggled to keep track of specific entree items during peak periods. This resulted in some items being cooked and ready much faster than others and longer wait times, impacting food quality and customer satisfaction.

SOLUTIONS

- **Optimized Menu Design:** We conducted a comprehensive menu review and rebuild for Zankou's in-house system. This included streamlining modifier groups, reducing the number of clicks required by cashiers, and ensuring accurate mapping with Restaurant365 (R365) for seamless data integration.
- **Enhanced Online Ordering Experience:** We implemented sequence pricing for all sauces and dressings, simplifying the online ordering process for customers.
- **Transition to Kitchen Display Screens (KDS):** We facilitated the switch from paper-based tickets to a digital Kitchen Display System (KDS). This enhanced order tracking, improved timing accuracy, and eliminated the risk of lost orders, particularly during peak periods.
- **"Item Fire by Prep Time" Functionality:** We introduced and guided utilizing Toast's "item fire by prep time" feature. This resulted in a significant improvement, ensuring all menu items were prepared and finished simultaneously.

CONCLUSION

By partnering with Sora Partners, Zankou achieved significant operational improvements across its restaurant business.

Key Achievements

- Increased operational efficiency through a streamlined menu design, improved online ordering experience, and real-time inventory management.
- Enhanced customer satisfaction through faster service times, improved order accuracy, and consistently hot food served.
- Data-driven decision-making facilitated by KDS reporting and accurate prep times.
- Increased sales through a more user-friendly online ordering system and improved customer satisfaction.



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