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It's not just a technology upgrade; it's a game changer for our operations, providing a consistent framework for our cashiers while providing consumer insights that drive menu designs, dynamic pricing and an elevated consumer experience.

Robert Tindell

CO-CEO
TOUCHPOINT SUPPORT SERVICES

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AT A GLANCE

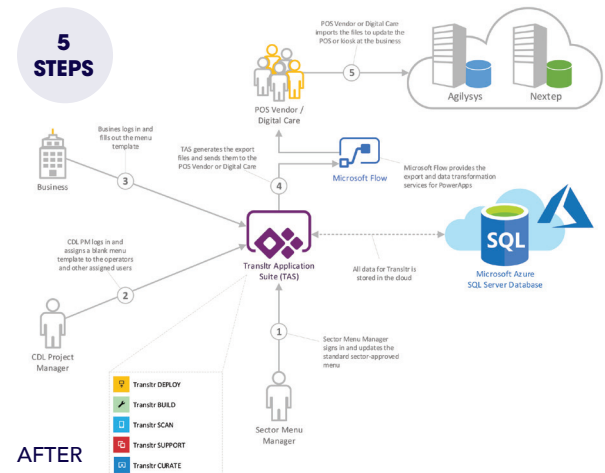
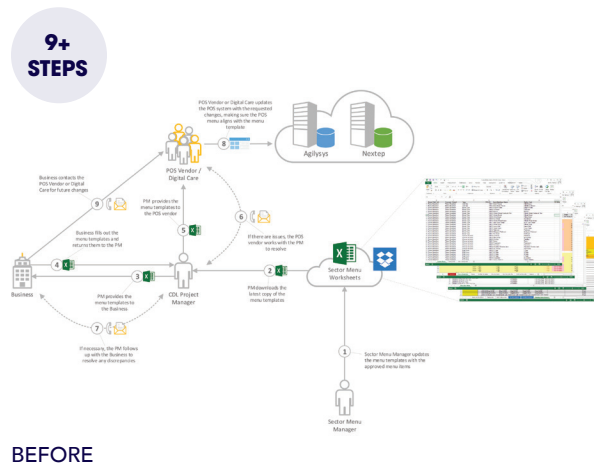
optimization & standardization

With a desire to modernize, standardize and optimize our technology and operations to improve efficiency and reduce costs, TouchPoint implemented Transltr, a unique application designed by Compass Digital. However, this wasn't a case of simply installing an off-the-shelf solution to address the organization's needs; TouchPoint underwent an unprecedented organization-wide overhaul of how it operates its retail locations.

THE SOLUTION

enabling technology

Transltr APPLICATION SUITE



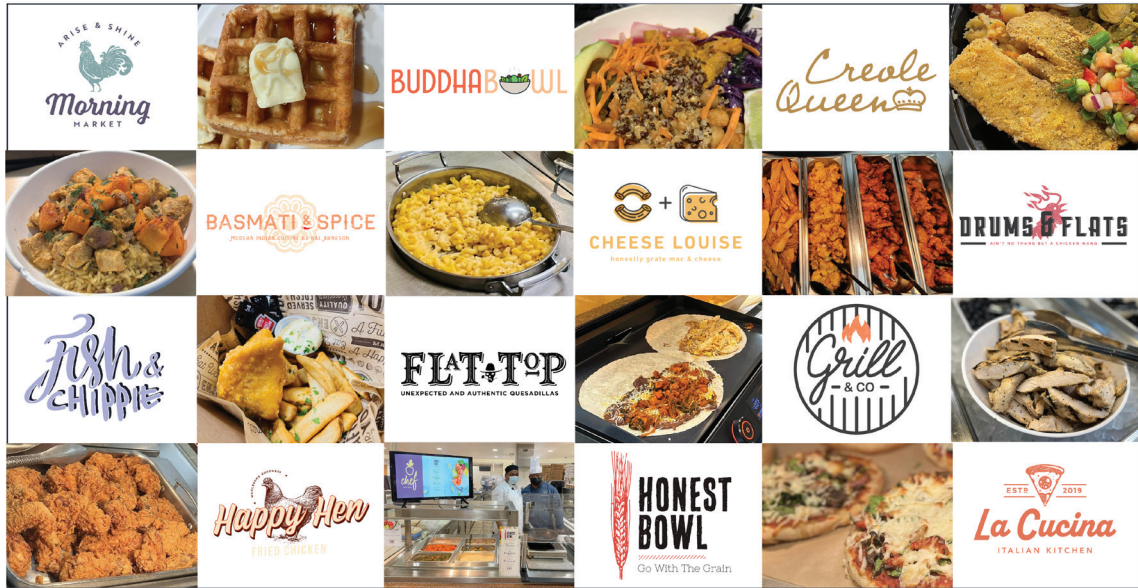
For Transltr to enable the desired improvements to our retail operations, the program first had to be setup for success. This meant meticulous preparation by the TouchPoint team, which included upgrading POS screens to best-in-class, standardizing hours of operation and streamlining product offerings. This approach required collaboration throughout the organization, including analytics and culinary teams, from frontline to corporate.

By standardizing retail naming conventions and building selection pathways for a variety of ordering options, associates became capable of utilizing mobile technology and kiosks more effectively. With improved selection pathways associates now have an easier time identifying and locating products, encouraging customers to create custom orders. This added freedom and flexibility creates opportunities for increased sales and revenue via upselling.

“Transltr revolutionized our POS systems, bringing consistency and efficiency to every transaction. It’s not just a technology upgrade; it’s a game-changer for our operations.”

Aaron Brown
CO-CEO
TOUCHPOINT SUPPORT SERVICES

CHEF INSPIRED



CENTRAL KITCHEN



Perhaps an even greater undertaking was the creation and implementation of 30 Chef Inspired and Central Kitchen retail concepts. Part of the Retail Reimagined campaign, Central Kitchen meal concepts are innovative and on-trend culinary options while Chef Inspired concepts are simple, current, pop-up culinary options. Chef Inspired and Central Kitchen menus provide

greater flexibility to consumers, allowing them to select individual options or tailor the menu to their needs. To incorporate these new menus, TouchPoint's culinary teams underwent rigorous training to ensure these dining concepts were standardized across all units.

implementing success

On a rolling enterprise cadence, all TouchPoint sites went live with Transltr over a nine-month period. Each retail location underwent a preliminary evaluation, concept implementation and standardization, POS re-design, validation, and pre-launch associate training.

With dedicated support that spanned technology, operations, culinary project management, retail analytics, and digital strategy, all sites received robust guidance along each step of the process. During the conversion, sites were supported by a team of over 15 corporate associates, in addition to culinary teams, tasked with supporting each market in the transition to standardized concepts.

IMPLEMENTATION TEAM

- ✓ 8 TouchPoint Corporate Support Staff
- ✓ 7 Compass Support Staff
- ✓ 10 Operations Leaders
- ✓ 140+ Salaried In-Unit Staff
- ✓ All Frontline Cashiers

“Revamping retail was a strategic move that paid off. From standardized menus to dynamic pricing, it has empowered us to adapt swiftly to everchanging market demands, enhancing our value add to our clients.”

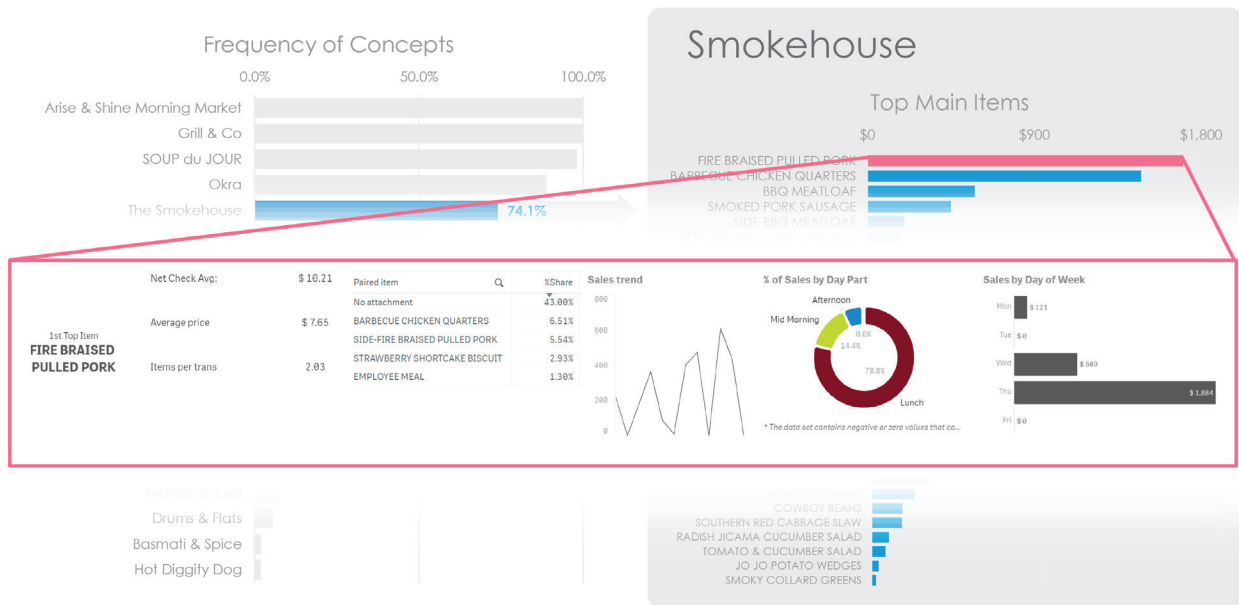
Calvin Neal

**SENIOR VICE PRESIDENT,
CULINARY & RETAIL
TOUCHPOINT SUPPORT SERVICES**



actionable insights

TRANSLTR ENABLED ANALYTICS



Data quality improvements paired with custom built data products creates a backbone for data driven decision-making at scale. It grants leadership the ability to analyze POS data across all TouchPoint locations and markets to better assess attachment rates and consumer preferences. With these in-depth data and analytics, our team can now make informed, real-time decisions, allowing TouchPoint to evolve its programs and offerings,

make dynamic changes when necessary, and perform pricing analysis and adjustments based on demand, competition, and market variance. Transltr's data also facilitates the effective assessment of our contribution margin by tying menu items back to MenuWorks for food costing. In addition, detailed analysis of the available data will help guide future menu development within TouchPoint with a goal of optimizing experience, sales and profitability.

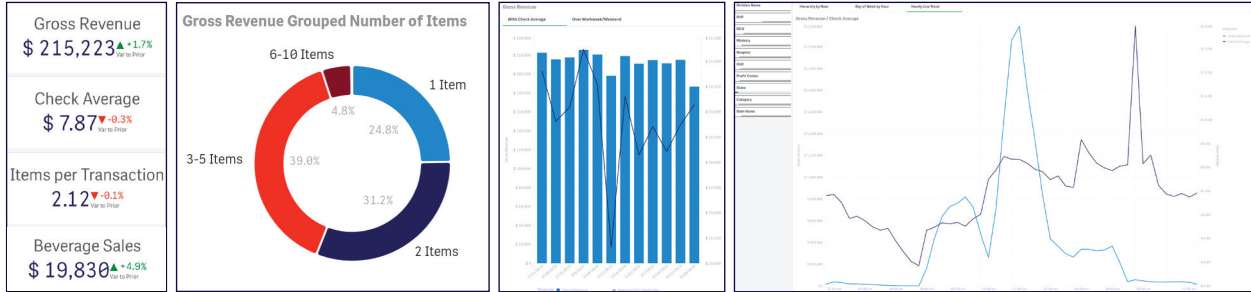
"Transltr didn't just streamline our operations; it elevated our data quality, enabling deeper insights into consumer behavior and menu performance. It's the backbone of our data-driven decision-making."

Max Mosky

VICE PRESIDENT, STRATEGY & ANALYTICS
TOUCHPOINT SUPPORT SERVICES

self-service report

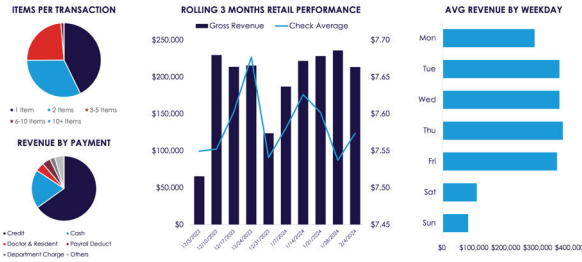
Interactive dashboards create a central space for operations to access, analyze, and explore data.



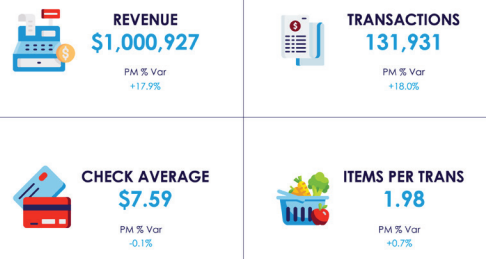
delivered flat report

Polished, highly usable PowerPoint reporting delivered directly to every level of operations through Teams & E-Mail.

RETAIL TRENDS & CHARACTERISTICS



ILLINOIS MARKET JAN 2024 PERFORMANCE



excel reporting

Spreadsheet reporting for ad-hoc and interactive analysis allowing operators to further explore and analyze retail data.

Concept	Revenue / Day Run	Revenue / Day by Market										
		AL	FL	IL	IN	MI	OK	TN	TX	WI		
Grill & Co	\$ 474	\$ 469	\$ 355	\$ 479	\$ 279	\$ 385	\$ 594	\$ 1,563	\$ 665	\$ 276		
Arise & Shine Morning Market	\$ 377	\$ 399	\$ 463	\$ 273	\$ 216	\$ 441	\$ 622	\$ 979	\$ 490	\$ 258		
Verde	\$ 343	\$ 208	\$ 321	\$ 347	\$ 209	\$ 510	\$ 317	\$ 574	\$ 505	\$ 456		
Nice Thai	\$ 288	\$ 9	\$ 193	\$ 207	\$ 397	\$ 673	\$ 333	\$ 381				
Zen	\$ 287	\$ 128	\$ 50	\$ 240	\$ 165	\$ 386	\$ 183	\$ 516	\$ 533	\$ 534		
Basmati & Spice	\$ 282		\$ 82			\$ 236		\$ 648	\$ 199			
Fish & Chippie	\$ 264	\$ 163	\$ 163	\$ 212	\$ 115	\$ 399	\$ 401	\$ 148	\$ 127	\$ 391		
Buddha Bowl	\$ 214	\$ 126	\$ 2	\$ 110	\$ 15			\$ 309	\$ 239	\$ 306		
Tavola Italiana	\$ 210	\$ 223	\$ 76	\$ 243	\$ 134	\$ 296	\$ 111	\$ 9	\$ 274	\$ 321		
Market St. Deli	\$ 207	\$ 118	\$ 183	\$ 164		\$ 225	\$ 267	\$ 380	\$ 287	\$ 127		
Spud Shack	\$ 202	\$ 109	\$ 92	\$ 71	\$ 160	\$ 189	\$ 426	\$ 393	\$ 323	\$ 361		
Cheese Louise	\$ 196	\$ 147	\$ 217	\$ 147	\$ 83	\$ 223	\$ 407	\$ 460	\$ 301	\$ 374		
Taka a Bag	\$ 191				\$ 191							
Creole Queen	\$ 178	\$ 58	\$ 136	\$ 164	\$ 262		\$ 542	\$ 480	\$ 211	\$ 368		
Honest Bowl	\$ 173		\$ 30	\$ 197	\$ 128	\$ 219	\$ 156	\$ 48	\$ 400	\$ 167		
The Smokehouse	\$ 148	\$ 259	\$ 89	\$ 60	\$ 96	\$ 168	\$ 144	\$ 175	\$ 249	\$ 306		
Okra	\$ 146	\$ 174	\$ 69	\$ 147	\$ 122	\$ 108	\$ 160	\$ 163	\$ 199	\$ 166		
Flat Top	\$ 130	\$ 545	\$ 256	\$ 58	\$ 118	\$ 144	\$ 84			\$ 192		
La Cucina	\$ 118	\$ 154	\$ 83	\$ 61	\$ 116	\$ 116	\$ 92	\$ 418	\$ 66	\$ 174		
Drums & Flats	\$ 116	\$ 37	\$ 43	\$ 54	\$ 108	\$ 233		\$ 338	\$ 250	\$ 125		
Hat Diggity Dog	\$ 105				\$ 36		\$ 107					
Happy Hen	\$ 104	\$ 140	\$ 165	\$ 55	\$ 43	\$ 128	\$ 139	\$ 39	\$ 115	\$ 233		
SOUP du JOUR	\$ 91	\$ 30	\$ 77	\$ 124		\$ 102	\$ 66	\$ 181	\$ 50	\$ 55		

outcomes



With Transltr, TouchPoint has transformed its retail experience. Prior to the new system, POS' were not user-friendly and required hours of training for associates to learn how to navigate and use them. Now, any associate can operate a TouchPoint POS at first glance with zero training, thereby reducing onboarding time and training costs. By creating selection pathways for ordering, the revamped POS systems have enabled mobile kiosk technologies while reducing errors and improving order accuracy ultimately resulting in improved customer satisfaction. In addition, customers now have the ability to easily customize orders. It's a win-win for both efficiency and customer satisfaction. Cashiers, retail managers and directors agree; Transltr is a major improvement.

Countless retail associate hours are saved with Transltr now that products and items are managed at a corporate level instead of by each individual unit, including setting and adjusting pricing. New dining concepts are automatically added to the system. These upgrades allow for

more dynamic pricing and the ability to swiftly adapt to everchanging market demands, thereby enhancing TouchPoint's value-add for the client.

The numbers speak volumes. With Transltr, TouchPoint has seen significant improvements in profitability, sales growth, and average check size. **Since incorporating Transltr, the profitability of TouchPoint's retail units has improved by nine points year-over-year (YOY), with markets increasing sales upwards of 20% YOY. Overall check averages have increased 9.1% with an 8.6% YOY growth in sales since the conversion.**

Transltr is the company standard, having been deployed in all markets. It enables more efficient retail operations by simplifying technology and reducing burdens on our teams. In under a year, TouchPoint overhauled its retail operations and set the stage for continuous improvement by ensuring rigorous data standards to enable data driven change. Transltr isn't just a tool; it's been a catalyst for retail excellence.

"I've been part of teams for the last 20 years working to solve this problem. With the right technology, processes, partners, and people in place, we're there."

John Williamson

**DIVISION VICE PRESIDENT, FOOD & NUTRITION SERVICES
TOUCHPOINT SUPPORT SERVICES**

ABOUT

TouchPoint Support Services



TouchPoint Support Services, a sector of Compass Group, provides integrated food, nutrition, environmental, and support services to acute care hospitals and senior living communities across the country. TouchPoint is committed to providing 'compassion at every point of human contact' and giving patients, residents and customers a hospitality experience that is second to none. Our rich history and strong culture is demonstrated through innovative culinary and patient programs, sustainable and green cleaning initiatives, and award winning associate training and development programs.

For more information about TouchPoint, please visit our website:
www.IamTouchPoint.com.

For information on joining the TouchPoint family of associates, please visit our career site:
iamtouchpoint.com/careers

