

PROFISEE CASE STUDY

Red Robin



A casual dining restaurant chain focused on serving an innovative selection of high-quality gourmet burgers in a family-friendly atmosphere.

"We are on a multi-year Data Journey. We've built the foundation, our Red Robin executive team is 100% on board and we are excited for the additional areas to incorporate as we use good, trusted data to make our strategic plans for the business."

– Scott Ackerman, Director Technology & Platform

Challenge

Concerned About Making Decisions with Bad Data

- Unable to create a data foundation of trusted, clean, accurate data that could be sourced from multiple systems
- Could not document and manage standard menus while accounting for regional differences
- Needed standardized data records to be used in multiple down-stream systems including POS, Display and 3rd party tools
- Want to create Golden Customer Records in order to manage loyalty program, and drive better targeted marketing campaigns

Strategy

Find Quick Win, Then Go for More

- Quick Win by implementing the MDM foundation for Locations. Regional data experts can input variances to standard menu.
- Focused next on Menu – from ideation to menu addition. Automated entire process – quick setup to ongoing maintenance accounting for all necessary information.
- Customer is next area to focus on. Opportunity to support effective/targeted marketing campaigns and loyalty program.

Outcome

Levels of Success

- Significant savings achieved on menu reprints.
- Quick wins brought 100% executive support.
- Drive strategic plan to customers - Offers by Customer Type.