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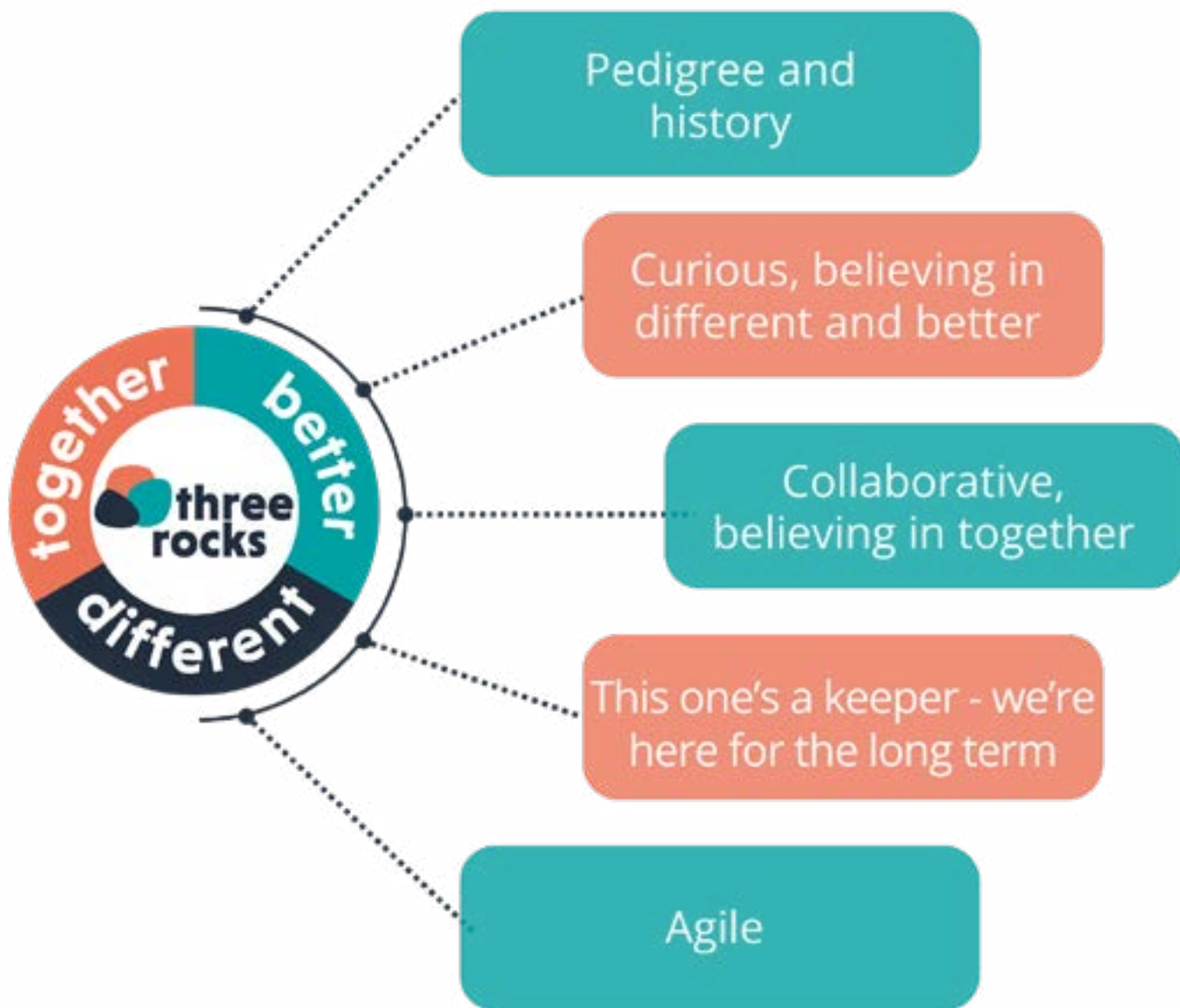
better experiences for
guests team managers



three rocks is a people-first, B Corp accredited tech company that works with some of the biggest names in UK hospitality including Pizza Hut, Bella Italia, Banna Tree, Cafe Rouge and TGI Fridays.

The team has spent many years building experience-enhancing technology for restaurants and adjacent sectors. Solutions are built from the data up – learning what works to continuously enhance customer, team and management experiences.

The XMS product suite connects best-in-breed applications – for ordering, booking, CRM and more – around a powerful Data Core to create a truly modular, tailored and integratable platform for restaurant businesses. Pick-and-mix the modules your business requires, at the pace that works to transform customer experience, employee retention and management capability.





XMS:

- a data-driven platform for multi-site restaurant operations
- backwards compatible - it integrates with your legacy systems
- competitively priced
- unique data handling - rapid access and intervention on business performance
- quickly make changes to improve guest experience, operational consistency and business performance

For Guests

Smarter, more personalised experiences

- personalised and relevant
- dynamic and tailored

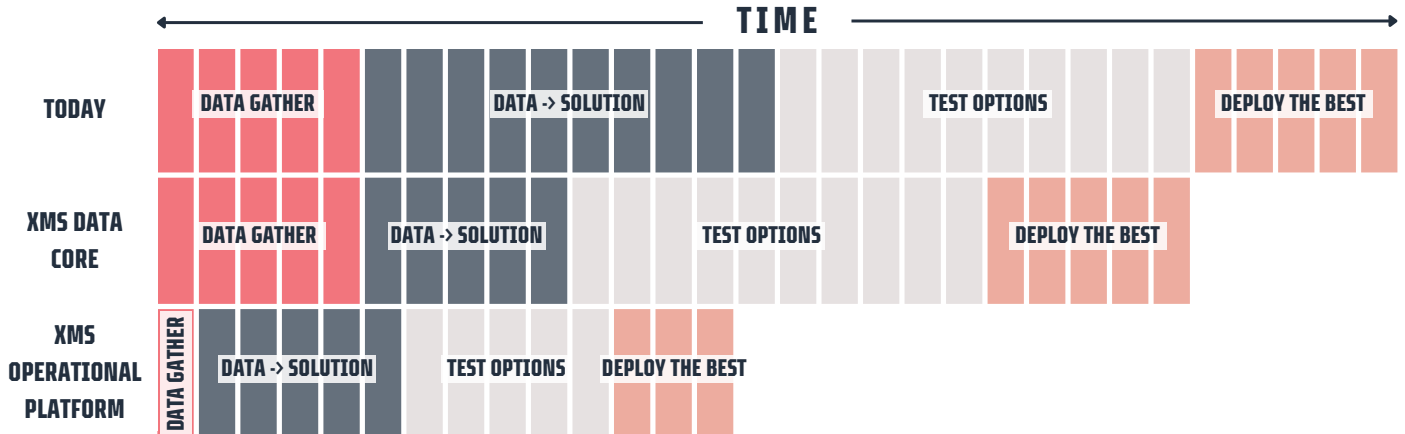
For Team

Intuitive and helps deliver a great shift & better tips

For Team

Tighter control of the business delivered through improved forecasting. Automation of processes and resource management

Turn data into change, faster



Identify problems quicker; find test and deploy solutions faster



TABLES

Implementing a booking system gives:

Customers
certainty of
booking a table

Team
opportunity to
prepare and
personalise
experiences

Management
insight to make
data-backed
decisions



KEY FEATURES AND BENEFITS

For Guests:

- Improved service
- Certainty
- Personalisation
- Reduced wait time
- Group planning
- Enhanced communication
- Ease of use
- Real-time availability

For Team:

- Increased tips & revenue
- Reduced no-shows
- Efficient table management
- Improved customer flow
- Reduced errors
- Improved planning
- More personalised service

For Managers:

- Operational efficiency & enhanced capacity management
- Improved staff scheduling
- Sales capture - waitlist
- Reduced errors
- Marketing opportunities
- Financial forecasting
- Easily place our drop-in widget on your website
- Real-time availability
- Integrate with POS
- Data collection and reporting

ORDERING



Personalise your ordering system to your business's needs. You choose your customers' order process, with options to:

Pay each time they order something

OR

Make multiple orders and pay at the end of the meal

OR

Mix and match, offering online ordering and staff ordering

KEY FEATURES AND BENEFITS

For Guests:

- Convenience - manage own pace
- Communication consistency
- Improved service
- Reduced order errors
- Manage deals and vouchers
- Ease of use
- Up to date menu - won't order out of stock dishes

For Team:

- Communication consistency
- Increased spend and tips
- Manage deals and vouchers
- Increased efficiency and accuracy - reduced human error
- More satisfied customers

For Managers:

- Communication consistency
- Higher revenue and profit
- Increased spend per head
- Reduced labour costs
- Increased efficiency and accuracy - reduced human error
- Manage deals and vouchers
- Increased feedback collection
- Automatic inventory and menu management
- Collect customer data
- Integrate loyalty programmes
- Adaptability and scalability

INVENTORY

Experience is affected by the correlation between availability and accuracy of inventory. Guests want to order off the full menu, having well-managed stock enables this and creates a habit forming experience for them.

Get forecasting right, down to the base level, always taking into account the external environment

KEY FEATURES AND BENEFITS

1 Inventory control & waste reduction
Tracks inventory levels, avoiding over or under-stocking.
Always ensuring one option from each product group is available e.g. one vegetarian dish.
Reduce food waste by managing expiration dates and stock rotation.

2 Cost savings
Gain insight into purchasing patterns, allowing for bulk purchasing, and supplier management.

3 Improved efficiency
Automates inventory tracking, order generation, and reporting. Get the balance right between just-in-time and just-in-case stock - always having the optimum amount.
Integrates with POS systems to sync sales data with inventory levels, ensuring real-time updates.

4 Enhanced menu planning
Ensures required ingredients are in stock, alerts to low stock and automatically updates menus.
Helps in calculating the cost of each dish, improving pricing strategies.

5 Regulatory compliance
Maintains records, essential for food safety regulations and audits.
Tracks ingredients for allergen management.

6 Data-driven decisions
Provides data on which items are selling well and which are not, helping menu optimisation. 'What if' scenario testing.
Identify trends in inventory usage, improving forecasting and planning, taking into account the weather, school holidays, events etc.

LABOUR

Make data-backed decisions, using reports to optimise staff scheduling and manage productivity

Easily manage leave and timesheets and increase staff satisfaction

We will analyse your labour forecasting with you, ensuring it is optimised for peak times so that you are utilising your workforce in the most efficient way

KEY FEATURES AND BENEFITS

For Guests:

- Happier staff, therefore improved experiences
- Consistent staffing improving service, e.g. reducing wait times

For Team:

- Improved productivity
- Increased staff satisfaction
- Performance tracking
- Easily manage days off
- Enhanced shift management
- Improved tip transparency

For Managers:

- Cost saving through efficient scheduling and automation
- Increased staff retention
- Improved scheduling and forecasting - optimising staff levels
- Improved productivity
- Reduced absence and lateness
- Increased operational efficiency
- Scalable and flexible
- Improved tip management

CUSTOMER COMMS

CRM through a single view of the customer

Collating and organising data from all touchpoints.

Helping you track where, when and how a guest uses your brand, crucial to offering a personalised experience

Customer data management also improves business operations, with analysis and reports - so you can make data-backed decisions



Customer database management, e.g. collect preferences and visit occasions



Create personalised marketing campaigns and promotions



Gain customer insight through analysis, e.g. dining patterns, average spend etc



Use customers' data to personalise communication and experiences

KEY FEATURES AND BENEFITS

For Guests:

- Enhanced, personalised experiences
- Consistency across locations

For Team:

- Increased operational efficiency
- Improved customer feedback and satisfaction
- Consistency across locations

For Managers:

- Comprehensive customer insights
- Centralised data
- Increased customer loyalty and retention
- Improved customer feedback and satisfaction
- Consistency across locations

KITCHEN

Manage multiple ordering platforms into one system and integrate with POS

Prioritise and manage timings for different dishes, including advance prep

Notifications alert staff of high-priority orders, special requirements or dietary requirements

Link to stock levels to check/manage ingredients and stock

Search and show specifics about an order (recipes, timings etc)

Automatically configures workflow based on timings for dishes

BENEFITS

For Guests:

- Improved order accuracy
- Improved consistency
- Quicker order processing
- Enhanced customer satisfaction

For Team:

- Route orders based on allergens
- Improved order accuracy
- Improved consistency
- Enhanced efficiency - speeds up order processing
- Improved coordination - synchronises orders across different stations

For Managers:

- Route orders based on allergens
- Capture data for reporting and analysis
- Improved order accuracy
- Gain valuable data on kitchen performance
- Improved consistency
- Reduced paper waste
- Scalable
- Enhanced efficiency - speeds up order processing

REPORTING & INTELLIGENCE

Collect and manage data from all sites and touchpoints, analysing it to make informed decisions. Predict, forecast, report and track.

Single view of the data - a centralised platform of all restaurant data. Permissions and access are tailored to each team member's needs.

Zoom in & out - view data from a high-level overview down to the most granular details. Easily zoom in to identify root causes behind specific trends or issues, and zoom out to understand how these factors influence overall business performance.

Custom reports are created based on specific criteria and metrics.

Data analysis relevant to every department and role.
Providing insight on and managing:

Sales

Wastage

Stock

Table turn

Customer preference

Spending habits

Predictive analysis on sales, demand and trends

Marketing
(promotion performance, customer acquisition costs, effectiveness)

Financial reporting

Menu item performance

Customer segmentation

Labour
(optimisation, costs, scheduling, performance)

Customer feedback

OPERATIONAL DATA

Configuration of all business data: from nutritional information, through to sales items, up to central company accounts

Menu management features

- Centralised menu control
- Recipe and cost management
- Inventory integration
- Nutritional information and allergen management
- Menu optimisation
- Multi-channel consistency
- Promotion and specials management
- Customer personalisation and preferences
- Order management and processing
- Customer feedback and integration
- Set and change prices
- Accommodate dietary requirements with multiple menus or filters to only show relevant dishes

Store management features

- Streamlined operations
- Forecasting and planning
- Easy site comparison
- Centralised reporting and analytics
- Manage budgets and improve cost efficiency
- Scalability and adaptability
- Enhanced communication
- Keep websites up to date, with showing correct details for each store
- Manage opening times for each location
- Manage vouchers and deals



STRATEGY

Analysing your business to leverage tech to improve efficiencies and enhance experiences

With our years of experience in the technology industry, you'll receive advice for every version of tech, enabling you to plan from a tech point of view

Whether you use three rocks' solutions or not, we offer a practical perspective, with ideas, tactics and strategies. We believe in making connections and we invest in this; talk to us – we can help you.

We get to know your business to understand your requirements and objectives, enabling us to recommend the most beneficial and effective technology for your specific needs

BENEFITS

- Alignment with goals
- Enhanced efficiency and productivity
- Cost savings
- Improved decision making
- Competitive advantage
- Innovation and growth
- Customer satisfaction
- Employee retention
- Future readiness

SYSTEMS CAN CHANGE LIKE CITIES



Small incremental changes over time can make a huge impact, look at how cities can transform overtime. New York in the 80s was not the tourist destination it is now, but small incremental changes at the right time has made it transform to what it is today.

Not so long ago, the big IT and digital programs felt similar in scope, horizon, ambition. These types of choice are still there – but not everything we do in technology has to be our 'forever' choice... or even a choice at all.

Making one change at a time, meeting your specific business needs.

Small incremental changes allow for testing and let you stage your technology development, picking what you need for your business at that time.



Certified



Corporation

Get in touch!

We'd love to show you how three rocks
can enhance your customers' experience

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