



Rethinking the Support Center – New Efficiencies for a New Era

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SPEAKERS:



RICK VAN WARNER
Partner
FTR HOSPITALITY



BRYCE WOODYARD
CEO
FTR HOSPITALITY

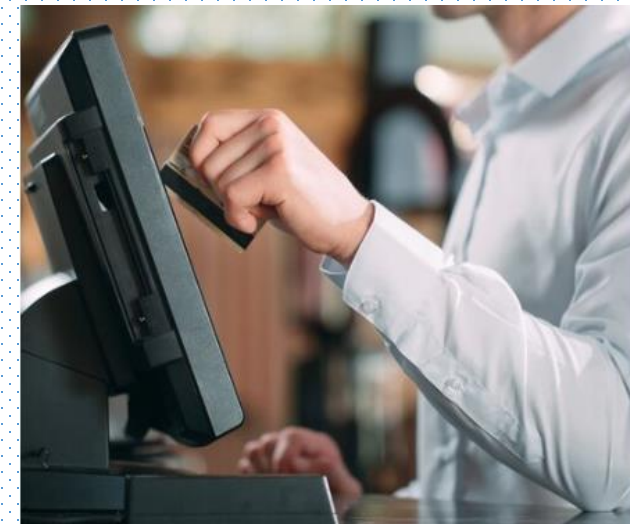
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About FTR Hospitality



- FTR is a full service restaurant consulting, accounting and technology company serving multi-unit restaurant groups
- We help owners streamline and manage back office functions so they can fully focus on operations and business growth
- As veteran industry owners and executives, we understand the pain points restaurant owners face because we've felt them and have a proven track record of solving them
- We offer customized solutions based on each restaurant group's unique needs



The New Restaurant Group Reality

- Rising labor costs/dramatic minimum wage hikes
- Employee shortage
- Supply chain cost increases
- Rapidly changing technology

Key Question

How can we become more efficient and maintain profitability without negatively impacting the employee or guest experience?

Traditional Restaurant Office Considerations

- Do we really need an expensive office to house a few accountants, IT, HR & marketing and support staff?
 - Do we need to be paying rent & utilities every month?
 - Do we really need a centralized office internet & phone system?
 - Does money we spend on furniture & office equipment have any impact on the customer or restaurant employee?
 - Why are we killing so many trees and creating mountains of paperwork to be stored in file cabinets when all of this could be automated?

Traditional Restaurant Office Considerations

- With the speed that technology is changing, are we falling behind?
 - Is our internal IT guy, who started out as an assistant manager, up to speed on the latest technology?
 - What about our accounting team, most who began with us as cashiers or servers, are they able to leverage accounting software & tools to get us the info we need to make sound decisions?
 - Are our bookkeepers able to identify ways to save money or accurately report our financial data?
 - Is our tech stack fully integrated and efficient or does it create frustrations for our managers, employees and customers?
 - Do we have a full functional 3rd party delivery platform or are employees stuck in multiple tablet hell at the restaurants?

Game Changer: Rapid Advances in Technology

- Breakdown of silos between finance, IT, HR, Marketing & Operations
- Are we harnessing data across the organization that is critical to building sales and controlling costs?
 - 3rd party delivery
 - Marketing analytics
 - HRIS
 - Digital marketing
 - Food cost & pricing
 - Labor cost management
 - Accounting software
 - Real estate site selection
 - Customer service
 - Mobile payment options
 - Geofencing & customer targeting

One Example of Savings from an FTR Client

Streamline Technology 67,959

Outsource Accounting and Tech Teams 430,939

Remote Office (Closed Support Center) 190,093

Total Support Center Savings 688,991

Rightsizing the Support Center

- How much money could be saved by having a virtual office?
- How much more expertise and value could be realized through outsourcing?
- How many sales dollars are we losing through our inefficient online ordering or 3rd party delivery platforms?
- How many dollars are we wasting through inefficient and antiquated processes and procedures?
- Do our marketing and operations people have the data they really need to drive traffic?
- What is the cost of turnover resulting from not providing employees the tools they now expect?



Questions?