

YUMBI®

# Insight

Enjoy access to reliable and real-time data at your fingertips. Leverage key insights to improve customer satisfaction, make better business decisions, and increase revenue.



In the high-paced digital environment of today, brands and restaurants are feeling the pressure to review and evolve their business strategy more rapidly than ever before. Whether it's better allocation of human capital, improved stock management, or determining prioritised delivery areas, effective use of your owned data sets can help you to greatly enhance the way your business is run and managed.

*At YUMBI, we believe decisions are only as good as the data they are based upon. Since our inception, we've worked closely with a number of market leading brands and restaurant owners to **create a reporting tool that delivers powerful, usable insights.***

*Insight* is a secure and cloud-hosted reporting platform that works seamlessly with our *StoreFront*, *Switchboard* and *Engage* products. Designed to meet the very specific needs of brands and restaurants, it provides you, and other key business decision makers, with access to meaningful data sets to assess and improve your business performance.

Easily accessed via desktop or mobile device, *Insight* enables you to instantly access your sales figures, customer order behaviour information, voucher redemption data, and much more while also allowing you to retain full ownership of your digital food-ordering ecosystem.

## Some of the key product features include:



**Role-based permissions per Brand and Restaurant.** Determine the level of access to information based on key roles, this can be defined at a region, brand and restaurant level. This ensures that the right people have access to the information necessary for their specific business function.



**Real-time insights into sales.** This functionality helps you to accurately assess business performance and analyse key trends across one, or many locations.



**Delivery address GPS coordinate heat maps** provide accurate visualisation of where you are performing the most (and least) deliveries. This can greatly assist in effective allocation of delivery resources, and can help you to iteratively refine your approved delivery zones over time.



**Customer order behaviour reports.** Get clarity on how orders were placed (website/app/call-in) and whether it was for collection or delivery. In addition, you can assess customer lifetime value through customer-frequency reporting.



**Voucher redemption reports** help you to effectively determine the uptake rate of vouchers offered through the YUMBI Engage product.



**Call centre performance reports\*** assist with auditing call-in order results and can help you to improve this food-ordering channel. Utilise the insights gleaned from this report to ensure a consistent ordering experience for your customers.



**Delivery satisfaction reports\*\*** indicate customer sentiment with regard to the delivery experience. Use this as a means to assess the degree to which you are meeting your customer's expectations, and to benchmark performance over time.

*\* Requires Voice-Over-Internet Protocol (VoIP) enabled Softphone with integration support.*

*\*\* Requires Driver Management Solution integration.*

Unlock meaningful insights with YUMBI's Business-Intelligence Reporting product.  
Get in touch to learn more.