




**YUMBI**<sup>®</sup>

 [www.yumbi.com](http://www.yumbi.com)

# Insight

Access reliable real-time data at your fingertips and improve customer satisfaction with Insight.

With the help of our key insights, you could soon be making better business decisions that **increase your revenue...**

**Businesses that use analytics can boost their profits by 8% to 10%<sup>1</sup>.** Further studies have also shown that **the use of analytics increases productivity by 17% and improves products or services by 12%<sup>2</sup>.**

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. This makes the **effective use** of available data the **catalyst for winning customers and keeping them too**. When decisions are only as good as the data they are based upon, here's why you should make data a key part of your business strategy:

01

## Competitive Advantage

Through data analysis, fast food chains can stay ahead of competitors and maintain their market position.

02

## Increased Sales and Revenue

Insights can help you identify high-performing menu items, sales trends, and customer segments, opening the door to greater profits.

03

## Increased Efficiency

Optimise your operations, improve supply chain management, and reduce waste.



Your Customers. **Your Advantage.**

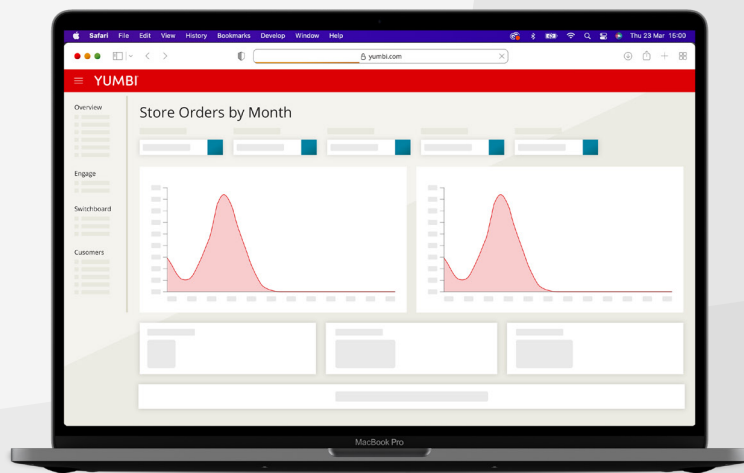
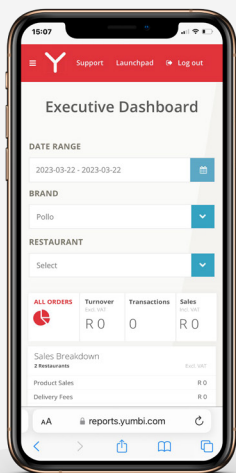
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# Why choose Insight?



Get access to real-time information regarding your restaurants performance

- ✓ **You'll have instant data access to** reports that includes sales figures, customer order behaviour information, voucher redemption data, and much more, while retaining **full ownership of your digital food-ordering ecosystem.**
- ✓ **Insight is a secure and cloud-hosted reporting platform:** It also works seamlessly with our **StoreFront, Switchboard and Engage** products, via desktop or mobile devices.



View and set role-based permissions

- ✓ Determine the level of access to information based on key roles, at a region, brand or restaurant level to give the right people the data they need.

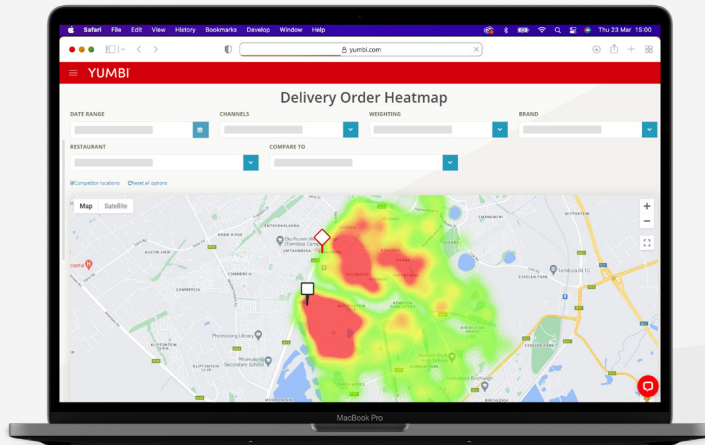


Unpack data to improve your business operations / Designed to meet the very specific needs of brands and restaurants:

- ✓ **Real-time insights into sales.** Accurately assess business performance and analyze key trends across one, or many locations.
- ✓ **Customer order behaviour reports.** See how orders were placed (website/app/call-in and collection/delivery), whilst assessing customer lifetime value through customer-frequency reporting.
- ✓ **Voucher redemption reports.** Effectively determine the uptake rate of vouchers offered through the YUMBI Engage product.



- ✓ **Call centre performance reports<sup>3</sup>.** Assist with auditing call-in order results and drive a more consistent ordering experience.
- ✓ **Delivery satisfaction reports<sup>4</sup>.** Record customer sentiments and use them to assess customer satisfaction, benchmarking performance over time.



- ✓ **Delivery address GPS coordinate heat maps.** See the full picture and know where you are performing the most (and least) deliveries and refine your approved delivery zones and resources.

Unlock meaningful insights with YUMBI's Business-Intelligence Reporting Product.

Get in touch for a free demo and to learn more.



<sup>1</sup>financesonline.com <sup>2</sup>dgenious.com <sup>3</sup>Requires Voice-Over-Internet Protocol (VoIP) enabled Softphone with integration support. <sup>4</sup>Requires Driver Management Solution integration.

