

VocoVo

Serving up a storm

Connecting teams in TGI's across
the UK and their flagship restaurant



vocovo.com



The big picture

870 restaurants and 60 countries in need of connected teams.

A man named Alan Stillman opened the first TGI Fridays restaurant in 1965 in New York. 54 years, more than 870 restaurants and 60 countries later, the casual dining veterans knocked on VoCoVo's door for a little help reaching low hanging growth opportunities.

TGI Friday brought VoCoVo into the fold to deliver a little forward thinking and innovation as part of a wider strategy aimed at tackling inefficiencies while staying fresh and relevant in a rapidly evolving market landscape brimming with fastgrowing newcomers.

Initially a single-restaurant install, VoCoVo hardware now features as part of the communications infrastructure across their UK restaurants with more scheduled in line with the continued nationwide revamp.

Time-inefficiencies across every restaurant were really adding up.

TGI Friday reported pinch-points around time-inefficiency, F&B team empowerment and overall agility in both front and back-of-house environments. A buzzing environment with ample floorspace meant the TGIF team were frequently covering much ground having to leave their dedicated zones and put customers on hold to find colleagues for basic, but essential communication. A stroll across the restaurant to speak with a manager seems trivial at face value. Multiply time spent finding people across all teams and restaurants nationwide and the opportunity-cost of neglected, reviews-prone customers and missed chances to upsell starts to look pretty ugly.

Besides reducing needless 'communication-mileage' and keeping F&B staff centered in their dedicated areas delivering the customer experience, there also emerged a need to better connect departments in such a way that would enable door-hosts to easily retrieve info on table availability without running off to check, leaving new arrivals unattended and going cold. A similar need arose to better empower the BOH kitchen environment with a stronger link to FOH for more fluid coordination and less chance of costly misalignment.



TGI's wanted to...



Increase up-selling opportunities



Offer customers a five star service



Connect servers to the back of house



Increase team agility and service

VoCoVo provided



Installed headsets in order to connect staff across the entire shop floor. Allowed staff to save time and redistribute their efforts in delivering great customer service.



With a VoCoVo controller, management can easily create and switch between separate conferences to address different teams. Individuals can now alert one another of up-selling opportunities to maximise average spend.

In the manager's words

"We no longer have to run around looking for free tables, the team and door-host can now communicate and coordinate wherever they are in the restaurant"

Elizabeth Scott | Store Manager