



Global QSR chain rolls out new ordering channels in 4 weeks by reducing time to onboard IT skills

Highlights

- Our understanding of the customer's business and how it translated to technologies and market availability of skills sets.
- Ability to interact with the business buyer and understand his business requirements and support with the technical.
- A responsive Resource Management Group which only does technical recruitment and can source candidates quickly from across India and US when they are not available internally.
- Experience of executing technical projects across the world, gives us the capability to understand how a customer could be managing their projects and hence support the customer better with their desired outcomes

The Client:

The QSR business is extremely competitive in India. While the market is huge, the number of chains and local specialty restaurants are all looking at the wallet share of the customer. In this scenario the global chains want to utilize technology to ramp up their marketing capabilities.

Today the customer has various avenues to order delivery whether it is directly from the website, on the phone or via aggregators.

Client's Challenges:

1. Integration of new technologies, channels with the existing software already running in the restaurants/ delivery outlets delivery was a nightmare.
2. High attrition due to lack of career growth for the IT staff in such an industry.
3. High turnaround time involved in hiring, training and getting IT staff on board.
4. The promotions and activities need to be launched and executed in very short time frame resulting in tremendous pressure on the IT team.
5. These projects are short term and the IT skill requirements change from project to project.

Environment Challenges:

1. Competitive pressures are extremely high and they need to keep coming out with new promotions continuously on different media. With digital media becoming more prominent, customers want the capability to be able to directly order from their social media page to the restaurant. Or from their mobile phone via their "App".
2. The promotions and activities need to be launched and executed in very short time frame resulting in tremendous pressure on the IT teams.
3. Whenever you add a new module, developed with AGILE methodologies, and integrate into a running production system, it can play havoc if not handled with all the risks mitigated to the degree possible.

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Suggested Solution:

Since the customer wanted to add more gateways and delivery channels into their existing application and go live within 4-8 weeks.

DCM team of professionals studied the business requirements with the client in order to break down their requirements into a combination of skill set which could deliver the outcome desired by the customer.

Once we got the baseline cleared with the customer we got our Resource Management team to get these bet fit profiles both from our existing talent pool and external sourcing efforts. Since majority of skills were "In-house".

As the time frame was short and the customer wanted to go in for an AGILE development process, we formed a team of database administrators who could handle the running of the existing application while the DevOps expert worked to ensure the development and testing using the AGILE practices. This team then worked jointly to integrate the new applications with existing applications to take these channels live while ensuring that the existing operations were not disrupted.

The Benefits:

1. Ability to quickly ramp up and pull down resources based on the promotions and initiatives being taken by the customer.
2. Project timelines have reduced - They can today plan better because they have the comfort that they will have the resources available when needed.
3. They don't have to bother about the trainings to minimize the skill gap and long term road map for the staff.
4. Formal on boarding methodologies which help get the employee productive on the project within a short time frame.