



CALEIDO PROJECT

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OVERVIEW

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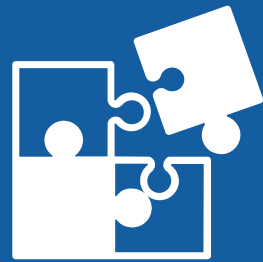
Costs

06

Revenues and
Savings



ABOUT US



PROJECT SCOPE

Enhance customer satisfaction and operational efficiency in the Caleido restaurant zone by aligning demand with capacity, optimizing staff schedules, and implementing targeted solutions for diverse clientele through advanced technologies and predictive analytics, overcoming obstacles to successful implementation.



DIVISION OF RESTAURANTS

- Fast Food (Five Guys): focusing on strategies to handle rapid service and high turnover rates effectively.
- Cafés (Starbucks): managing fluctuating demand throughout the day
- Restaurants (Honest Greens, La Maquina): adapt to varying customer volumes, quality and service standards



STRATEGY

BEHAVIOURS

EFFICIENCY

FLUCTUATIONS

CUSTOMER
TYPE

SCHEDULING

RESOURCE
ALLOCATION

SEGMENTATION

DATA

PREFERENCES

PEAK
TIMES

DEMAND

WAIT TIMES

MANAGEMENT

FORECASTING

PLANNING

FOOT TRAFFIC

REVENUE

ESTIMATIONS

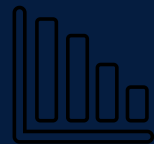
STRATEGY: OPERATIONAL MILESTONES



Differentiation from Competitors



Captivating and friendly UI



AI Driven Recommendations



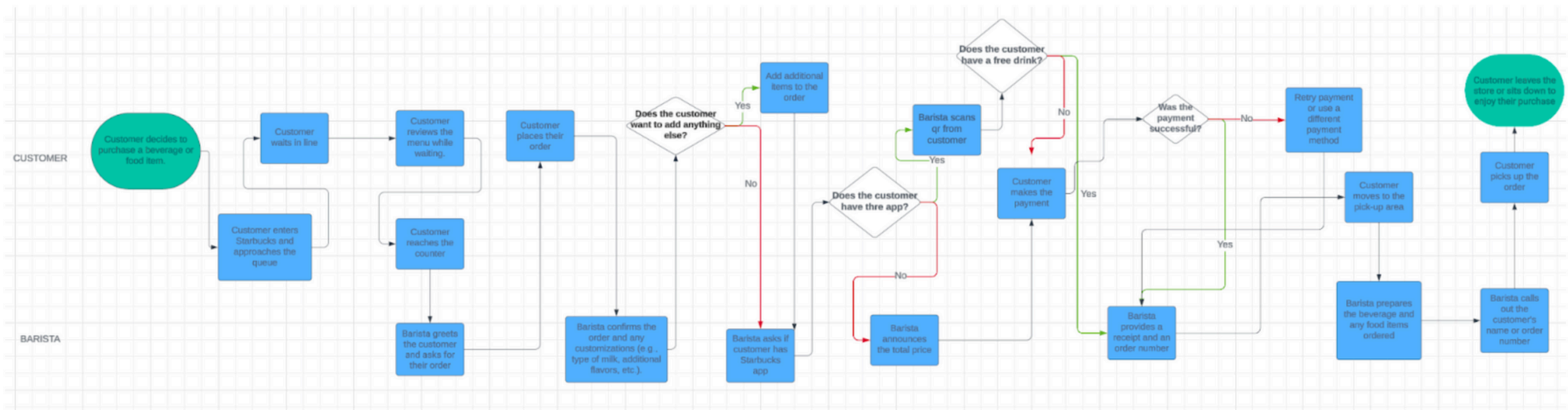
Secure Data Sharing Protocols



Feedback Adaption & Continuous Improvement

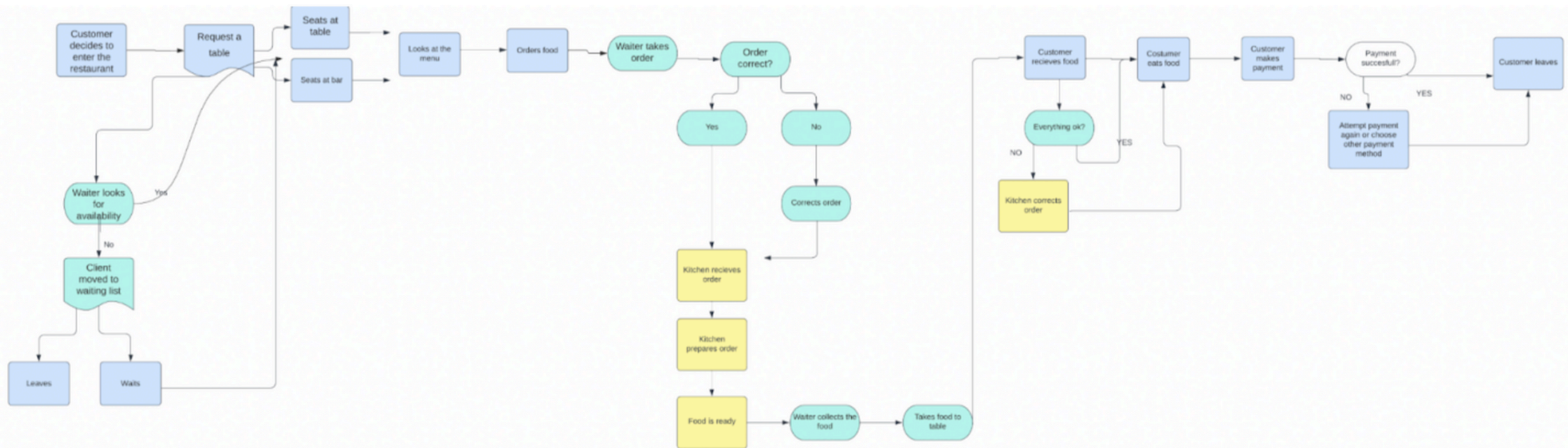
PROCESS MAP

Starbucks



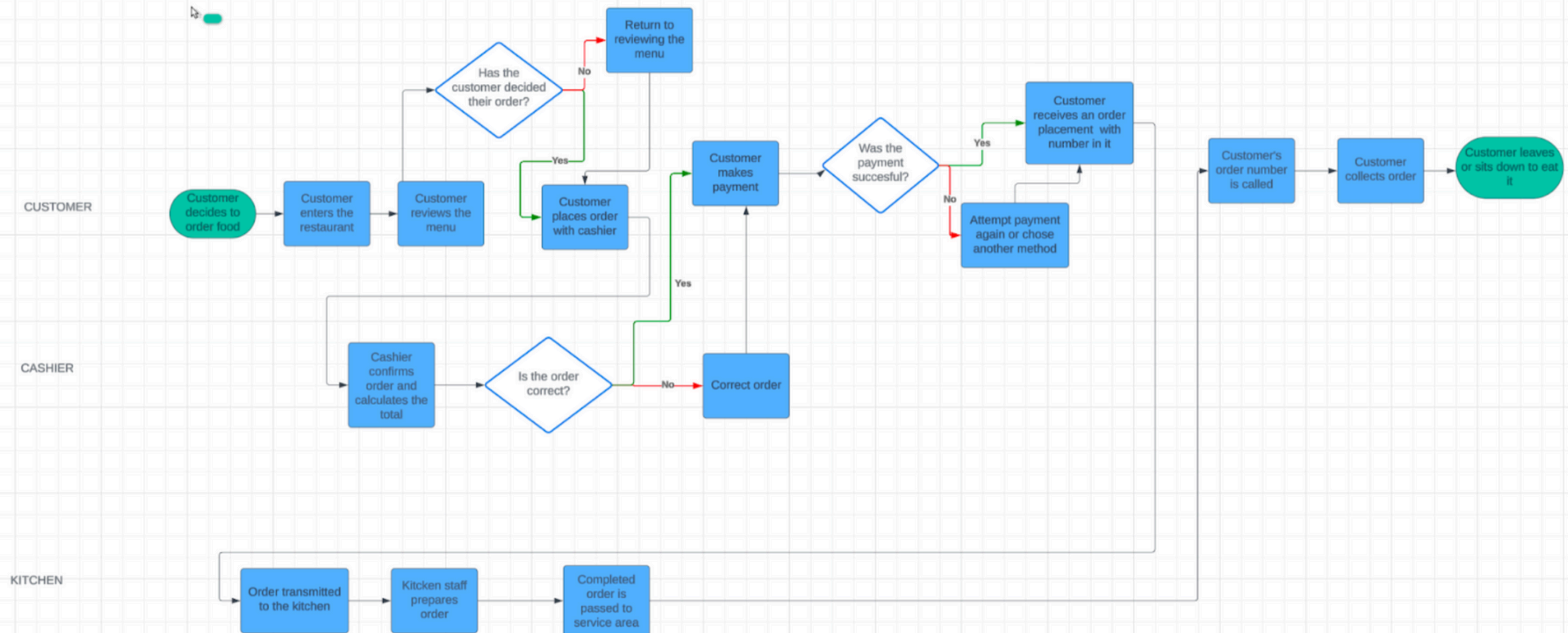
PROCESS MAP

La Máquina

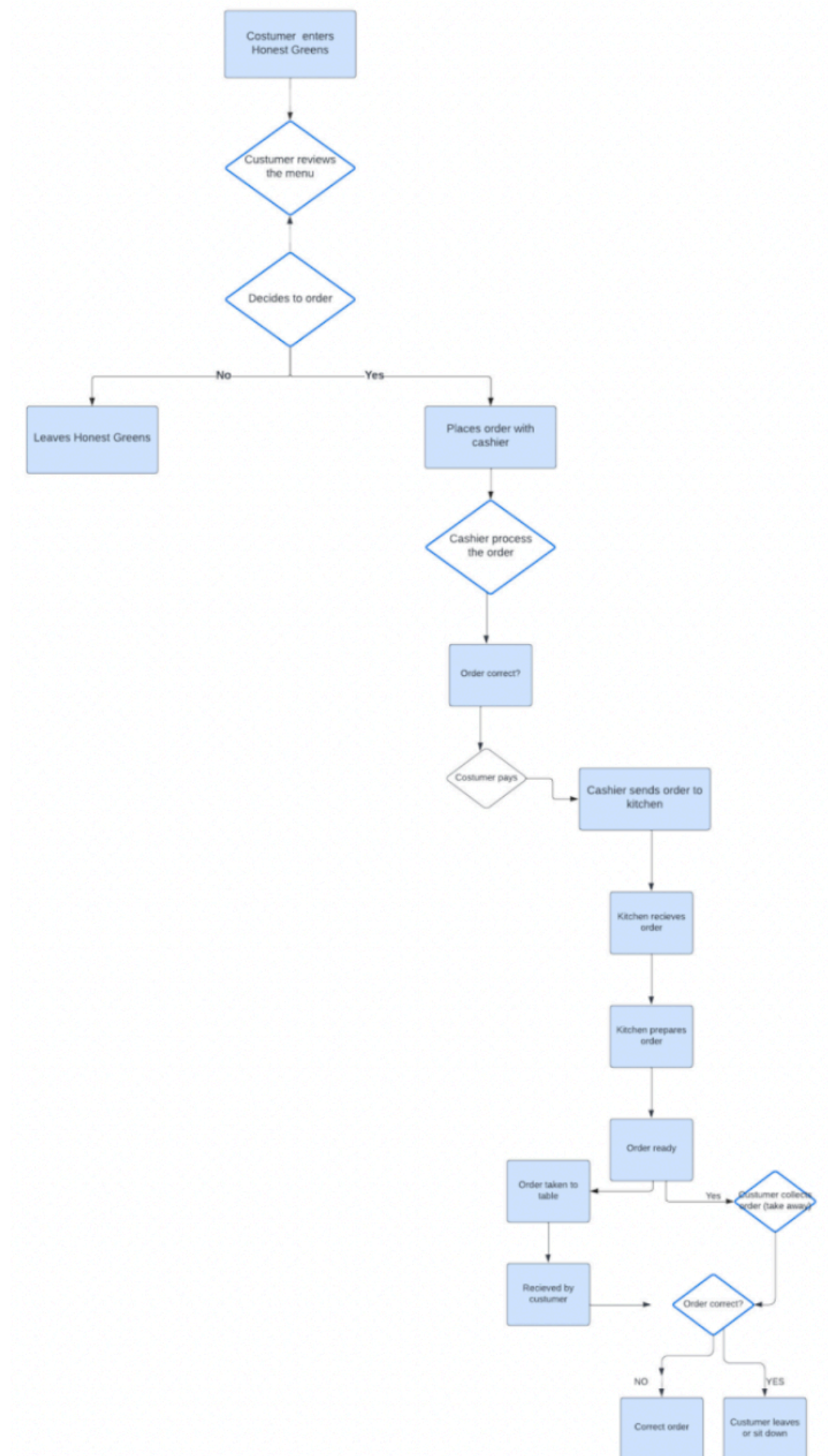


PROCESS MAP

Five Guys

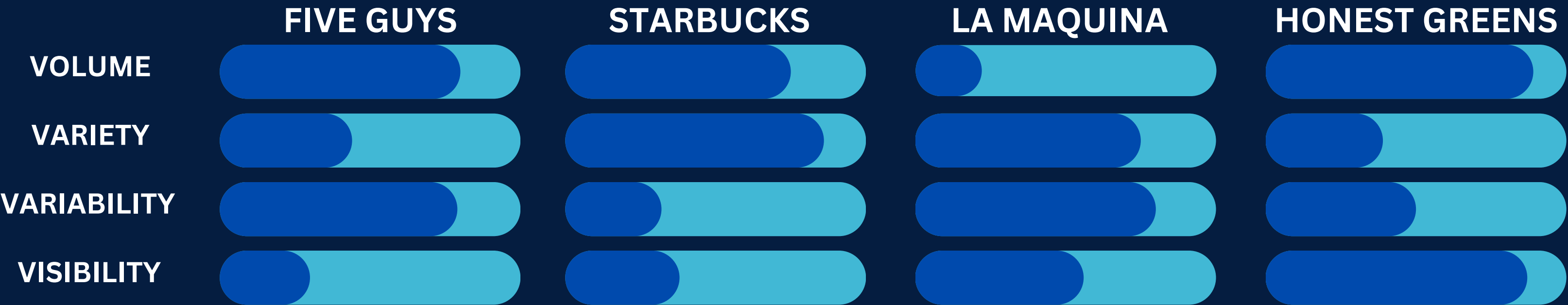


PROCESS MAP



QUALITY MANAGEMENT

4 V'S ANALYSIS



QUALITY MANAGEMENT

QUALITY AND METRICS

FIVE GUYS	STARBUCKS	HONEST GREENS	LA MAQUINA
<ul style="list-style-type: none">• Consistency• Speed & Efficiency• Accuracy• Customer Satisfaction	<ul style="list-style-type: none">• Consistency• Speed & Efficiency• Customization• Ambience & Atmosphere	<ul style="list-style-type: none">• Food Preparation & Presentation• Customer feedback & Engagement• Ordering & Payment efficiency• Menu transparency & ingredient quality	<ul style="list-style-type: none">• Ambiance & Service• Food quality & presentation• Menu variety & Flexibility• Ambience & Service

DIFFICULTIES IN QUALITY MANAGEMENT

Five Guys

- Capacity Management
- Service Timing
- Demand Forecasting
- Customer Feedback

Starbucks

- Staffing during Peaks
- Customer Policy Impacts
- Order Coordination

La Maquina

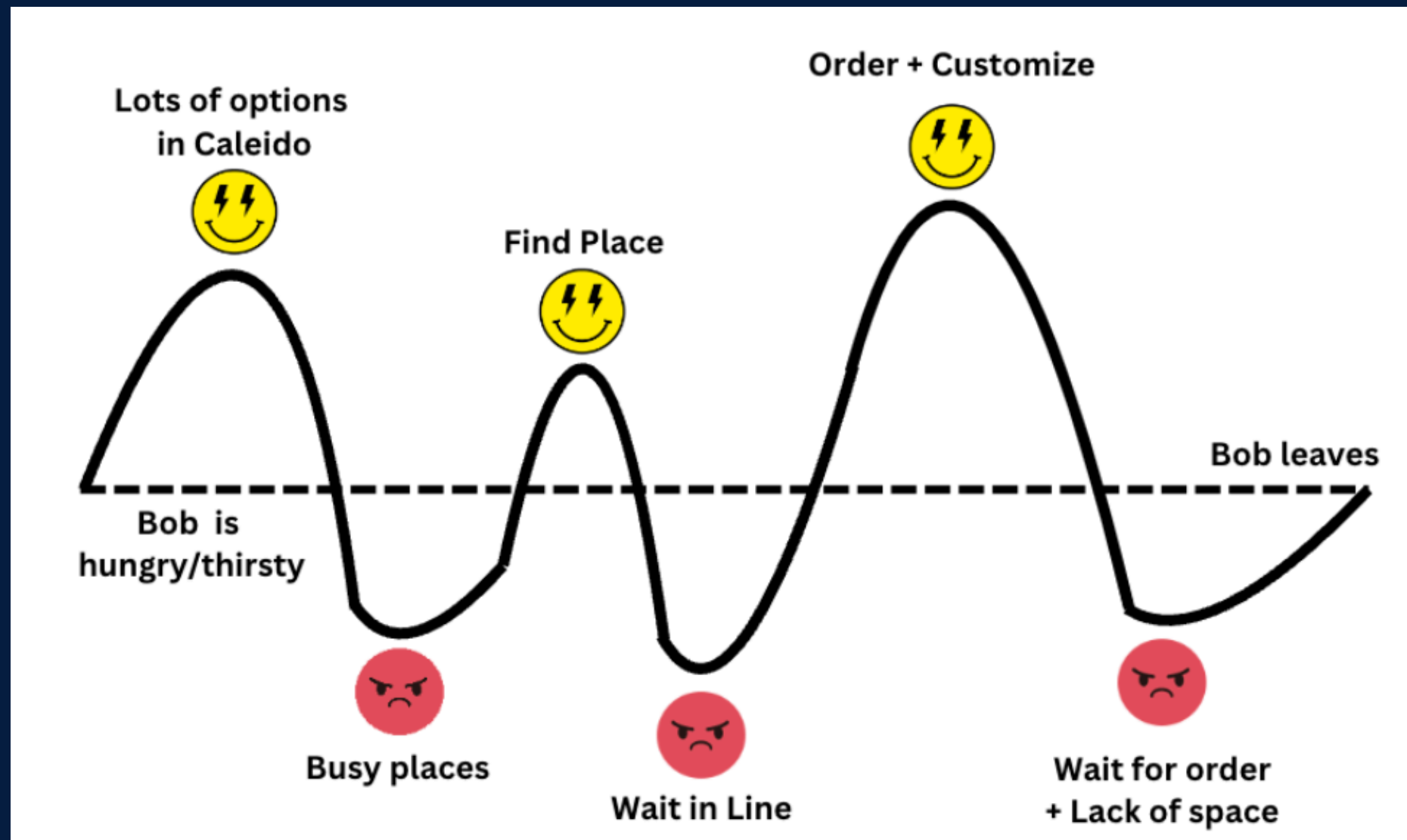
- Seating Efficiency
- Customer Wait Times
- Menu Adaptation

Honest Greens

- Capacity and Flow Management
- Service Timing & Quality
- Feedback Utilization



AS IS: CUSTOMER JOURNEY Fellow Student Bob





TRANSFORMATION PROCESS



COMPLEX SOLUTION

CALEIDO APP



Improvements:

- Operational efficiency
- Customer satisfaction
- Management of table turnover

Core features:

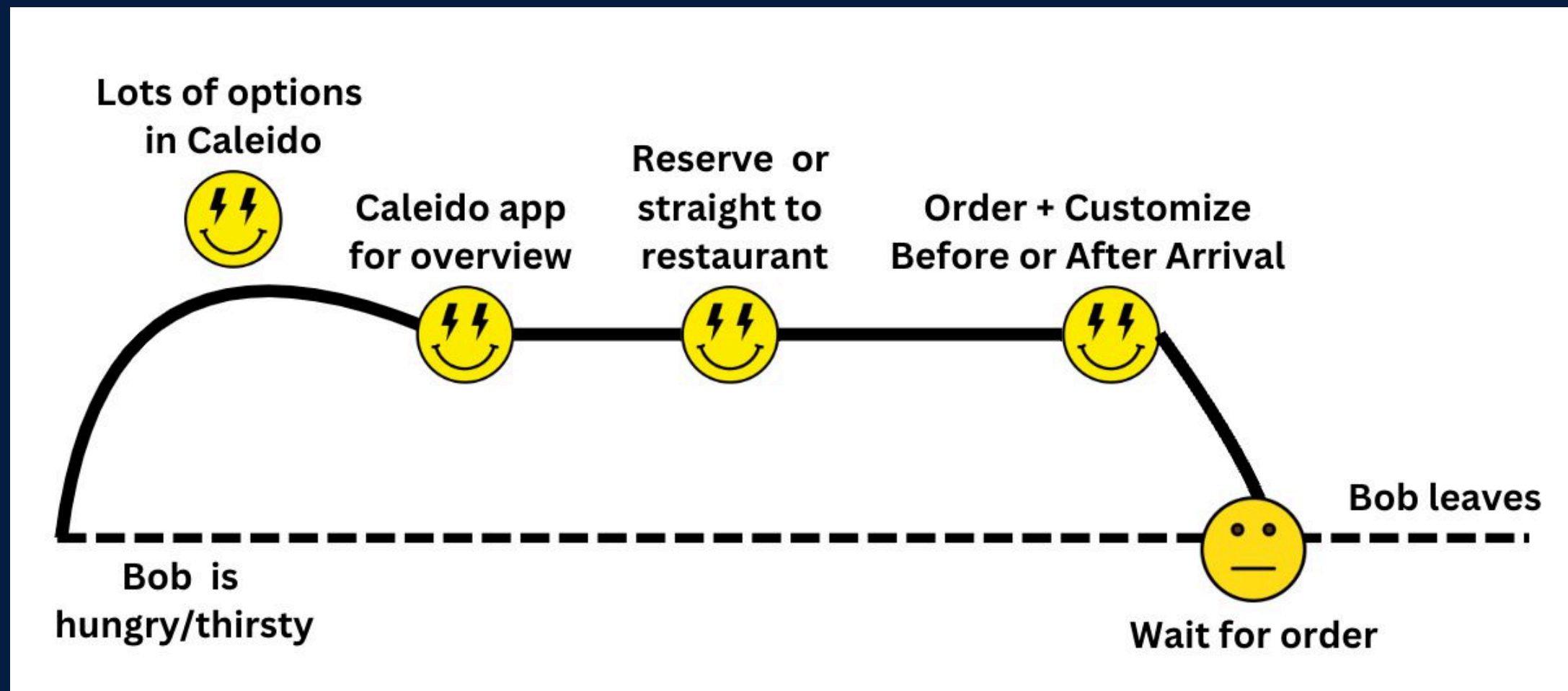
- Real-Time Table Monitoring and Management
- Smart Reservation and Queuing System
- Demand Forecasting and Staff Scheduling
- Customer Flow Management
- Feedback Collection and Analysis
- Personalized Experience and Loyalty Program
- Operational Dashboards for Management

IMPLEMENTATION STRATEGY



TO BE: CUSTOMER JOURNEY

Fellow Student Bob



FORECASTED COSTS

La Maquina



- Total Costs
 - One-Time Costs: 16,150
 - Recurring Costs: 1,500/month
- Major Costs (One-Time Costs)
 - Virtual Queue (9,2%)
 - Service Channel Coordination (21,6%)
 - Order System Management (43,3%)
- Major Costs (Recurring Costs)
 - Virtual Queue (13,3%)
 - Order System Management (26,6%)

Category	Description	One-Time Costs	Recurring Costs
Seating Optimization Tools	Implementing advanced features on platforms like OpenTable	€700	€200/month
Virtual Queue	Setup of a virtual queue App for customer waiting times	€1,500	€300/month
Service Channel Coordination	Setting up different areas for in-house and to-go orders	€3,500	-
Order Management System Integration	Setting up a software with a holistic approach for in-house, online, and phone orders	€7,000	€400/month
Meal Planning	Data analytics for menu adaptation and seasonal trends	€750	€300/month
Staff Training and Coordination	Training sessions based on new technological tools	€1,500	€100/month
Customer Feedback Systems	Integrated feedback system and data analytics tool	€1,200	€200/month
Total		€16,150	€1,500/month

FORECASTED COSTS

Honest Greens 

- Total Costs
 - One-Time Costs: 10,900
 - Recurring Costs: 900/month
- Major Costs (One-Time Costs)
 - Advanced Capacity Management Tools (36.7%)
 - Preparation and Order Efficiency (32.1%)
- Major Costs (Recurring Costs)
 - Advanced Capacity Management Tools (50%)
 - Feedback-Driven Improvements (22.2%)

Category	Description	One-Time Costs	Recurring Costs
Advanced Capacity Management Tools	Dynamic reservation and capacity management system	€3,500	€450/month
Preparation and Ordering Efficiency	Kitchen Display Systems (KDS) and Menu creation	€4,000	€150/month
Staff Coordination and Training	Training sessions based on new technological tools	€1,500	€100/month
Feedback-Driven Improvements	Integrated feedback system and data analytics tool	€1,200	€200/month
Operational Flexibility	Forecasting planning tools and seating adjustments	€700	-
Total		€10,900	€900

FORECASTED COSTS

Starbucks



- Total Costs
 - One-Time Costs: 18,000
 - Recurring Costs: 1,260/month
- Major Costs (One-Time Costs)
 - Pos System Integration (27,7%)
 - Staff Training (11,1%)
 - Meal Planning (16,6%)
 - Inventory Management (19,4%)
- Major Costs (Recurring Costs)
 - Pos System Integration (27.7%)
 - Meal Planning (15,8%)

Category	Description	One-Time Costs	Recurring Costs
Pos System Integration	Upgrading POS systems for efficient order processing and sales tracking.	€5,000	€350/month
Staff Training	Training for order takers, baristas, and support staff.	€2,000	€150/month
Meal Planning	Analytics for menu optimization and management of high-demand items.	€3,000	€200/month
Seating & Space Management	Implementing seating optimization and customer flow software like OpenTable.	€1,700	€130/month
Inventory Management	Systems for predictive inventory analytics based on customer flow and historical data.	€3,500	€220/month
Order Efficiency	Strategies and tools for prioritizing in-house and to-go orders.	€1,800	€130/month
Customer Feedback Systems	Systems to gather feedback via digital surveys and social media.	€1,000	€80/month
Total		€18,000	€1260/month

FORECASTED COSTS

Five Guys



- Total Costs
 - One-Time Costs: 20,200
 - Recurring Costs: 1,500/month
- Major Costs (One-Time Costs)
 - Pos System Integration (34.7%)
 - Meal Preparation (14.9%)
 - Order Efficiency (14.9%)
- Major Costs (Recurring Costs)
 - Pos System Integration (26.7%)
 - Order Efficiency (16.7%)

Category	Description	One-Time Costs	Recurring Costs
Pos System Integration	Implementing advanced POS systems for order management and sales tracking.	€7,000	€400/month
Staff Training	Station-based training for employees for the grill, assembly line, etc.	€1,500	€100/month
Meal Preparation	Cook-to-order strategy with a baseline prepared based on sales data.	€3,000	€200/month
Seating & Space Management	Observation and technology for tracking customer flow and seating efficiency.	€2,000	€150/month
Inventory Management	Responsive inventory levels aligned with real-time demand predictions.	€2,500	€300/month
Order Efficiency	Use of screens to manage orders and station-based strategies for efficient processing.	€3,000	€250/month
Customer Feedback Systems	Setting up digital surveys and social media monitoring for customer feedback.	€1,200	€100/month
Total		€20,200	€1500/month



REVENUES AND COST SAVINGS



Revenues

- **Average Revenue Increase:** Around 10–14%
 - Through enhanced customer throughput, improved table turnover, better customer retention, and efficient customer flow management across various restaurant models including Five Guys, La Maquina, Starbucks, Honest Greens, and Caleido App integration.



Major Cost Savings

- **Labor Costs:** An average reduction of 6–12%
 - Through better staff scheduling, labor management, and improved operational efficiency.
- **Food and Operational Expenses:** Approximately 6–9% savings
 - By minimizing food waste, improving kitchen operations, and optimizing order and inventory management.



Minor Cost Savings

- **Utility Costs:** An average reduction of 2–3%
 - Through enhanced energy efficiency and layout optimization.
- **Administrative Costs:** May decrease by about 3–5%
 - Due to digital integration and improved process efficiency.

TRANSFORMING DINING IN CALEIDO: CONCLUSION

Challenges Identified: Inconsistent customer flows, service quality & seating efficiency, and inadequate demand forecasting

Tech & Training Solutions

- Technology integration for real-time insights
- Enhanced staff training and flexibility
- Demand-driven operational adjustments

Actionable Steps

- Utilizing dynamic booking systems
- Leveraging AI for demand prediction
- Optimizing space utilization to streamline operations.

Expected Outcomes

- Reduced wait times, improved customer satisfaction
- Consistent food and service quality
- Operational efficiency and sustainable growth

Looking Ahead: Commitment to innovation and quality management sets Caleido on a path to becoming a benchmark in the dining industry, promising an unmatched dining experience.