

# How Express Food Group cut daily routine time by ~52% across 10 brands in 4 countries

Express Food Group (EFG), based in Bangkok, Thailand, operates in Cambodia, Laos, and Myanmar, employing over 2,000 people. It partners with prominent food and beverage brands in Southeast Asia and North America, including Krispy Kreme and Dairy Queen, and launched its delivery service, Hungry, in December 2020.






A selection of brands operated by the EFG



EFG has received recognition as one of the Best Companies to Work for in Asia for two consecutive years and is committed to meeting customer needs with a diverse range of innovative food and beverage offerings. The company also collaborates with Newrest in Cambodia for airport food services and has a presence in Laos's Wattay International Airport.

## AT A GLANCE

-  Food & Beverage
-  Quick Service Restaurant
-  180+ stores

## RESULTS

- 52% faster daily inspection
- Save hundreds of \$ each quarter
- 100% elimination of paper

By using Nimbly, we optimize our multi-brand operations in numerous locations in different countries. With the solution, we are able to realize substantial cost and time savings.

Martin Darby  
Managing Director  
Express Food Group



## CHALLENGES

COVID-19 is one of the biggest challenges they have had to overcome to date. The economic downturn, lockdown measures, and dine-in restrictions are causing excessive losses. Due to the rapidly evolving business environment in the past years, EFG was forced to respond quickly and maximize the agility of its operations.



### QoS Management Amid COVID-19 Challenges

The heightened restrictions in several countries made it difficult for managers to perform daily audits consisting of hundreds of new COVID-related questions, which could take up an additional 60 minutes per day.



### Being Nimble

EFG has to be able to regularly and quickly monitor on-site conditions for their 94 stores spread across 4 countries and resolve issues as quickly as possible.

The situation has led to a decline in revenue across all managed stores. EFG needed an operational strategy that utilized technology to automate processes and improve efficiency.

## SOLUTIONS

To address the challenges of the COVID-19 pandemic, EFG implemented a digitalization strategy for its operations across 94 stores. Key takeaways include:



**Digital Checklists:** Streamlined inspections through Nimbly App, enabling quick report completion via smartphones.



**Geo-Location Verification:** Ensured store managers were present at specific locations during inspections, with our Geo Fencing feature.



**Live Photo & Video Documentation:** Provided objective evidence for unique issues found during inspections.



**Issue Tracker:** Facilitated efficient monitoring and resolution of operational challenges.



**Analytics Dashboard:** Offered a comprehensive view of operations, enhancing decision-making and responsiveness.

## RESULTS



**52%**  
Faster Area  
Manager Execution



**100%**  
Elimination  
of Paper