





# Driving Operational Excellence in KFC and Taco Bell Indonesia

PT. Fast Food Indonesia (FFI), the KFC and Taco Bell franchisee in Indonesia, is the largest Quick Service Restaurant (QSR) company in the country with more than 740 stores. FFI has established itself as the No. 1 QSR brand for over four decades, serving over a hundred million guests annually.

One of the driving forces of FFI's success has been operational excellence, emphasizing continuous improvement across all business aspects and processes. To implement operational excellence across an organization with FFI's size and scale, thoughtful application of new technologies and capabilities that drives productivity and efficiency is required.

## AT A GLANCE

-  Food and Beverage
-  Quick Service Restaurant
-  740 restaurants in Indonesia

## Results

- 156,000 man hours saved annually
- 24% reduction in number of tasks
- Streamlined restaurant operations execution





Driving operational excellence across 740 KFC and Taco Bell restaurants in over 160 cities can be challenging. Nimble has been a valuable partner in providing greater real-time visibility of our store operations, enabling us to be more agile as we continue serving our customers top quality food and unparalleled dining experience.

Eric Leong  
CEO of PT. Fast Food Indonesia

## CHALLENGES

### Reliance on Paper-Based Systems

FFI's focus on food quality and customer experience comes with heavy investments in quality checks, which in turn required significant costs in terms of labor and paper for operational inspections and administrative tasks. Some of its traditional methods of operational execution and issue management like paper checklists, WhatsApp messages, emails, and phone calls were fragmented, inefficient, and inconsistent. For example, it could take weeks for Area Coaches to compile store operations data, create reports, and analyze the information. Due to its manual nature, the whole process was also prone to human error.

### Lack of Real-Time Visibility on Store Operations

As with many leading restaurant chains, the stores generate substantial quantities of operational data that were still recorded or documented manually on disparate channels. As such, some trends around risks and opportunities remained buried, and issues were not resolved as quickly as they could have been. It was also a herculean task to ensure compliance of standard operating procedures (SOPs), safety protocols, quality control, etc. across all stores.



Photo via Facebook @kfcindonesia



## SOLUTIONS

There was a clear opportunity to simplify and streamline existing workflows and unify communication, particularly as it relates to day-to-day operations, reporting, and issue management. Switching from paper-based processes and procedures to Nimble's Digital Operations Excellence platform has helped FFI realize efficiencies and uncover additional insights. Past issues caused by inconsistency in operations are now resolved through Nimble's mobile, cloud-based platform with automated reporting and automated issue escalation capabilities.



Admin creates brand-, store-, and role-specific tasks, checklists, and time-based schedules for assigned staff



Store operations execution and inspections are done on smartphones or tablets, saving time and eliminating the need for paper records



Geo-fencing, real-time photo & video attachments, and selfie signatures provide robust validation and contextual evidence, ensuring proper in-store execution



Reports are automatically generated, stored in the cloud, and sent to relevant colleagues, eliminating the need to send business sensitive data via WhatsApp



Identified issues automatically triggers predefined workflows and routed to specific people and departments for resolution within the set deadlines, creating a unified platform for communication



Dashboard data are refreshed, providing dynamic, real-time insights for appropriate personnel

## CASE STUDY



## RESULTS



**156,000**  
man-hours  
saved annually



**24%**  
reduction in  
number of tasks



**100%**  
streamlined restaurant  
operations execution

## LEARNINGS

Throughout the implementation journey of Nimble's Digital Operations Excellence platform with FFI, the following learnings became the building blocks of a strong partnership:

- ✓ Ease of use for the frontline staff, including localization of the platform (e.g. language, branding).
- ✓ Productive collaboration between FFI and the locally based Nimble Customer Success team.
- ✓ Gradual addition of use cases and departments.
- ✓ Inclusion of the Nimble solution in all new staff training.
- ✓ Nimble platform's flexibility and robustness to accommodate the complexity of FFI's hierarchy structures and scheduling.

FFI has partnered with Nimble for nearly four years to help power its KFC and Taco Bell restaurants' operational excellence. As the company rolls out Nimble to all of its stores and additional use cases, it will benefit from even greater productivity and efficiency in the future.



See how you can improve productivity,  
consistency, and efficiency of your business.

Click here

