



artisights solutions

Case Study:

BURGER EXPRESS

"A Transformation journey & a Tech upgrade"

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Burger Express™

Burger Express is on a mission.

By providing people with the tastiest American fast food delicacies, their goal is to be known for their taste and benchmark quality, among the people of Pune. They intend to change the way people perceive classic American fast food and give it a tangy fusion.

It is an ambitious venture with 1.2 lakh to invest and a goal to serve 70% market of fast food. Such a venture would require highly standardized operations to develop a base for franchisee and relevant technology to suit the needs.

The Standardization Challenge

Operations at Burger Express are handled as in, when they arise. Inventories, order handling, processing and delivery is done by whoever is available at the moment; the tasks are done haphazardly with no standard pattern. This results in delay in order fulfillment and exertion of employees due to which the probability of errors increase.

Manual order handling, data recording, customer complaints, reporting of staff, branch management; were proving to be cumbersome with no hierarchy to delegate work.

Breaking out of the bubble

For their mission to be realized, they would need process standardization, innovating marketing strategies, branding and extensive promotion along with a digital transformation.

"The smart solution was to shift them to process oriented, rather than people oriented"

The Blueprinting solution

Artisights modified the business model to an extent which demanded an online presence of the business, changed the way they utilized the marketing channels and conducted operations, but preserved the integrity of their food and values.

To begin with, relevant business processes such as operations, Marketing, HR & Admin and finance were developed with their respective SOPs which would help them to standardize the business, resulting into timely, cost-saving and similar outputs.

The Organization structure of Burger Express and their other outlets was defined and their roles & responsibilities were drafted.

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Burger Express TM

The Digital transformation

Artisights visioned a fully automated web/mobile application for management reporting, order handling and customer relationship management. Functional & non-functional requirements were written and the application was developed and integrated into the business.

Promotion and Digital marketing started in full swing.

For Expansions, a business case was developed and a full-fledged franchisee model along with JV plans were made.

How does the Day look like?

The solutions that were designed and developed were introduced to the employees and company through workshops that focused on:

- Adapting to the new standard operating processes
- Reporting system through application which assigns specific tasks to specific individuals
- Social media marketing and promotion
- Brand building

The reaction

After the workshops were successfully delivered, 100% of employees of Burger Express were satisfied and well aware of the up-gradations. Their attitude towards the company had become more accountable. The change was truly well-adapted.

The Impact

Since the implementation of business blueprinting solution of Artisights, Burger Express showed the following stats-

- 17 new Joint venture outlets in top locations.
- 65% increase in sales
- 75% increase in online traffic
- Acquisition of 16% market share
- 100% employee satisfaction
- 20 Franchisee in pipeline

Artisights made us see the bigger picture and proved that upscaling is possible, through their team of experts who understood our existing business to standardize it, inculcate cost and time effective strategies, increased our market reach & ultimately, up-scale it!

-Mr.Satish Kamble (MD, Burger express)



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Find out more!

Artisights proffer the comprehensive capabilities of deep industry and digital knowledge.

Our team of experts help you develop strategies for surviving and thriving in the future. It is a one stop solution for all your business problems and hurdles, to provide you an edge in today's cut-throat competition.

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