Burger King UK Case Study

Quick Service Restaurants

140+ LOCATIONS

Fourth's Solutions

INVENTORY MANAGEMENT, WORKFORCE MANAGEMENT, FOURTH ANALYTICS

Challenge

Burger King UK (BK UK) prides itself in its start-up mentality – innovative, data driven, and scalable.

To be successful, BK UK invests in technology that allows them to automate tasks within the business, to have granular visibility across their portfolio and use actionable data to make their business decisions.

While the initial inventory, workforce management with time & attendance processes helped BK UK build a strong foundation, the manual functions including the overuse of spreadsheets could no longer support their growing number of locations and expanding employee base. Some of the methods had multiple touchpoints which increased the potential for human error and mistakes. All of these disparate systems complicated BK UK's ability to surface, integrate and then analyze these important sources of data.

Clair Wentzel, Burger King UK's Head of Information Technology, saw an opportunity to move to more automated solutions across the group. "We want to make our business more efficient and more streamlined," she said. "We've learned a lot through this pandemic. We want to grow quickly. Our strategy is to automate, so we can remove the human element of administrative tasks and focus on our customers."

It was time to think beyond the old ways of working.

Solution

The BK UK team moved to a full suite of the Fourth Platform including Inventory Management, Workforce Management & Labour Productivity, Analytics, and HR & Payroll. This data-driven and comprehensive suite is built with the hospitality industry in mind and the implementation of such a robust system is informed by the numerous customers who have partnered with Fourth.

The Fourth team worked with BK UK to implement the solutions across multiple locations and the corporate office in record time. With a focus on adoption, BK UK built out the new software systems over the course of 6 weeks and reworked their processes to then retrain their employees. This workflow allowed BK UK to focus on its employees. "The most demanding thing in any implementation is calming the fear of change," stated Wentzel. "With Fourth, we found a partner who worked with us to instill confidence in our teams."

Result

INVENTORY MANAGEMENT – With a centralised inventory system for all locations, the corporate office can now maintain and monitor the stock database, removing tedious administrative work from the business. This has been even more impactful as BK UK has been acquiring Burger King franchises and bringing them in house under their management. This improvement is saving **2-3 hours per week per location** – that's **over 20,000 hours per year** that can now be focused on Burger King UK customers.

WORKFORCE MANAGEMENT AND LABOUR PRODUCTIVITY – The Fourth Platform outperforms manager forecasting efforts and is now the main source of forecasting guidance.

FOURTH ANALYTICS – Less time is spent aggregating data and more time is spent analysing data. That change is allowing the BK UK team to think more strategically and create data-driven plans to improve each day.

HR & PAYROLL – The streamlined Time & Attendance process now consists of one point of data entry, mitigating errors in payroll and HR data collection.

CLAIR WENTZEL

Burger King UK's Head of Information Technology

"Fourth has enabled us to solidify processes and if you look where we've come from in the past three years, it's astounding. We can now confidently share data across the business and those less important tasks, are now automated. We are in a good place now and Fourth has been part of that journey – for the head office process and the site processes."

Fourth.

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