

# Boosting Sales by 15%: Thai Leisure's Journey to Operational Excellence with Fourth



**22% reduction**  
in over-scheduling

**7% increase**  
in scheduling accuracy

**1% labour saving YOY**  
(despite wage increases)

## About Thai Leisure

A family-owned UK restaurant group, Thai Leisure spans 16 restaurants across three brands: Chaophraya, Thaikhun, and ChaoBaby. The business was founded in 2004 by Khun Kim and Martin with a vision to bring the taste and values of Thailand, Kim's homeland, to the UK.

## Challenge

With 16 restaurants, the time had come to move beyond a manual mechanism to automate operations. Inadequate systems and processes led to delays, continually rising resource requirements, and human error.

- Schedules and payroll were handled in Excel spreadsheets – generating inaccurate reporting and a lack of visibility of good data to inform decision making.
- Business managers relied on historical practices to guide on forecasting sales and team levels, often leading to repeated missed opportunities.
- Reactive responses were typical – rectifying or justifying past performance, over proactive planning and building for better.

## Solution

- Seeking a best-in-class solution, Thai Leisure partnered with Fourth, leveraging their Technology and Consulting expertise, to fuel the operator's continued growth.
- Revenue Based Scheduling removes presumptions applied to forecasting and building schedules, streamlining process, creating accountability, and centralising reporting.
  - Leveraging Fourth's Productivity Consulting team, custom labour models were created to provide accurate right-place, right-time demand graphs.
  - Change management collaboration with Productivity Consulting to prioritise opportunities, drive end user engagement and generate the return on investment.
- Payroll tools integrate monthly pay, minimizing transaction fees.
- Advanced analytics provides granular insight to track key operational KPIs and uncover opportunities to drive growth and increase profitability.

## Result

Proven technology from Fourth allowed managers to stay front of house and focus on delivering excellent customer service and great food, resulting in a 15.7% sales increase. It also renewed confidence top down that schedules are built with sales growth, guest experience, and team welfare prioritised. Also delivering upon our success criteria:

- Schedule availability now 10 days plus prior to week start.
- Negating the Minimum Wage increases in April 2022 to deliver a 1% labour saving YOY.
- 7% increase in scheduling accuracy, driving team to deliver better for our guests.
- 22% reduction in over scheduling equating to 56000+ hours for the 12 months post-implementation.
- Time saved on forecasting and building schedules re-invested in refining and optimising schedules and back to the floor time for management teams.



Industry  
**Restaurants**



Locations  
**16**



Employees  
**700**



Workforce management  
solutions

**HR & payroll**

**Revenue Based**

**Scheduling**  
(Labour Productivity)

**Advanced Analytics**