

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