

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



**On a mission to take their entire operations to the next level, Thai Leisure Group embraced Fourth's Workforce Management platform, resulting in significant improvements in sales, costs and effectiveness of their managers.**

**22% reduction in over-scheduling**

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

**7% increase in scheduling accuracy**

*"We wanted to give our managers a tool that would allow them to maximise opportunities at each site. The system always learns, and the more information we get, the more we can learn about our business."*

**Richard Simpson**  
**Director of Operations**  
**(Chaophraya)**  
Thai Leisure Group



### Customer Profile:

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



**Customer: Thai Leisure Group****Industry:** Hospitality**Locations:** 16**Employees:** 700**Fourth Solutions:** AI-driven Workforce Management**Challenges Faced:**

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.

- AI-driven 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.

**Results Achieved:**

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.
- 1% labour saving YOY, negating National Minimum Wage increases.
- 7% increase in scheduling accuracy, driving team to deliver better for our guests.
- 22% reduction in over scheduling equating to 56000+ hours in 12 months.
- Time saved on forecasting and building schedules re-invested in refining and optimising schedules and back to the floor time for management teams.

**[Find out more about Fourth's Workforce Management Solutions](#)**