SOUL RESTAURANTS

Executive Summary

In June 2011, Yum! Restaurants International, Canada and its KFC brand announced that Soul Foods Group's affiliate Soul Restaurants Canada Inc. had taken over the management of 204 KFC restaurants in Ontario, British Columbia and Gatineau. Following the acquisition, Soul Restaurants promised an ambitious renovation initiative and customer service upgrades.

In response to customer demand, Soul Restaurants implemented delivery service at select locations. Each location now required a mapping system that could verify and pinpoint customer addresses and a data quality and address validation solution that could match them with the nearest restaurant location. The company turned to Pitney Bowes Software.

Business Challenge

Soul Restaurants' individual locations provide delivery services to approximately 200 customers a week. With streamlined business operations always a priority, however, Soul Restaurants needed to address issues with verifying and pinpointing customer locations. This caused confusion—particularly in customer locations where restaurant areas of service overlap. These issues also made it impossible to establish the shortest drive time between the restaurant location and the customer's address, resulting in delayed deliveries and customer frustration.

Soul Restaurants required software tools with both address validation and mapping capabilities that could verify the accuracy of the customer's address and establish drive time to the nearest restaurant location for all possible routes. They also needed to establish the shortest routes in terms of distance as well as the fastest routes in terms of time. Finally, Soul Restaurants was looking at delivery expansion opportunities. By providing visual mapping capabilities, Pitney Bowes Software allows Soul Restaurants to easily identify where there is customer demand for delivery outside of their current delivery zones.

"We needed technology that would help us improve order response time as well as visualize the areas with the most customer demand, improving customer service overall," said Graham Hunt, Chief Information Officer, Soul Restaurants Canada Inc.

"The increased number of orders meant our restaurants required the tools that could resolve any inefficiencies in the delivery process."

**Graham Hunt,
Chief Information Officer,
Soul Restaurants Canada Inc.**

Pitney Bowes
Software

Solution

Soul Restaurants Canada Inc. selected Pitney Bowes Software to verify addresses provided by customers and match them for accuracy. Once verified, each address is then mapped in relation to nearby restaurant sites. The location intelligence delivers insight for decisions affecting customers, delivery routes and site expansion opportunities. This capability also helps identify current customers who are outside of their delivery range.

With Pitney Bowes Software solutions, Soul Restaurants can better analyze and visualize the impact of driving times, driving distances and overall accessibility in proximity to restaurant locations. As a result, Soul Restaurants is able to make faster deliveries and improve customer service and satisfaction.

Pitney Bowes Software analysis capabilities allow Soul Restaurants to visualize areas of high customer demand, supporting decisions on what locations would be ideal for expansion. The software easily moves from a view of a specific road to a national map of the franchise in relation to its customer base.

"I was impressed by how easily the Pitney Bowes Software solutions were incorporated into our delivery system," said Graham Hunt, Chief Information Officer, Soul Restaurants Canada Inc. *"Pitney Bowes solutions have provided valuable information to support a number of delivery and customer service improvements."*

Results and Benefits

Verifies the accuracy of customer addresses and matches those addresses within Soul Restaurants' own databases as orders are received to ensure customer orders are delivered quickly and efficiently.

Identifies the fastest drive time between a restaurant's location and the customer address to optimize drive time and delivery food quality.

Identifies areas of high customer volume, providing Soul Restaurants with key insight into opportunities for expansion. This includes location intelligence for delivery expansion and future site selection for additional KFC locations.

CASE STUDY

TECHNOLOGY USED

- MapInfo Professional is a powerful mapping application that allows business analysts and GIS professionals to easily visualize the relationship between data and geography

- Spectrum is a powerful data quality solution that provides address validation, data cleansing, address standardization, geocoding capabilities and much more

❝*Many people don't accurately know their correct postal address. Without Pitney Bowes Software cleaning it up, delivery would be very, very difficult, so the software's accuracy is of paramount importance and very valuable to us.* ❞

**Graham Hunt,
Chief Information Officer,
Soul Restaurants Canada Inc.**

For more information call 800.327.8627 or visit us online: www.pb.com/software

UNITED STATES	CANADA	EUROPE/UNITED KINGDOM	ASIA PACIFIC/AUSTRALIA
800.327.8627	800.268.3282	+44.800.840.0001	+61.2.9437.6255
pbsoftware.sales@pb.com	pbsoftware.canada.sales@pb.com	pbsoftware.emea@pb.com	pbsoftware.australia@pb.com
			pbsoftware.singapore@pb.com

Pitney Bowes
Software

Every connection is a new opportunity™

93211 AMER 1205