



Restaurant growth drivers



Your foundational platform

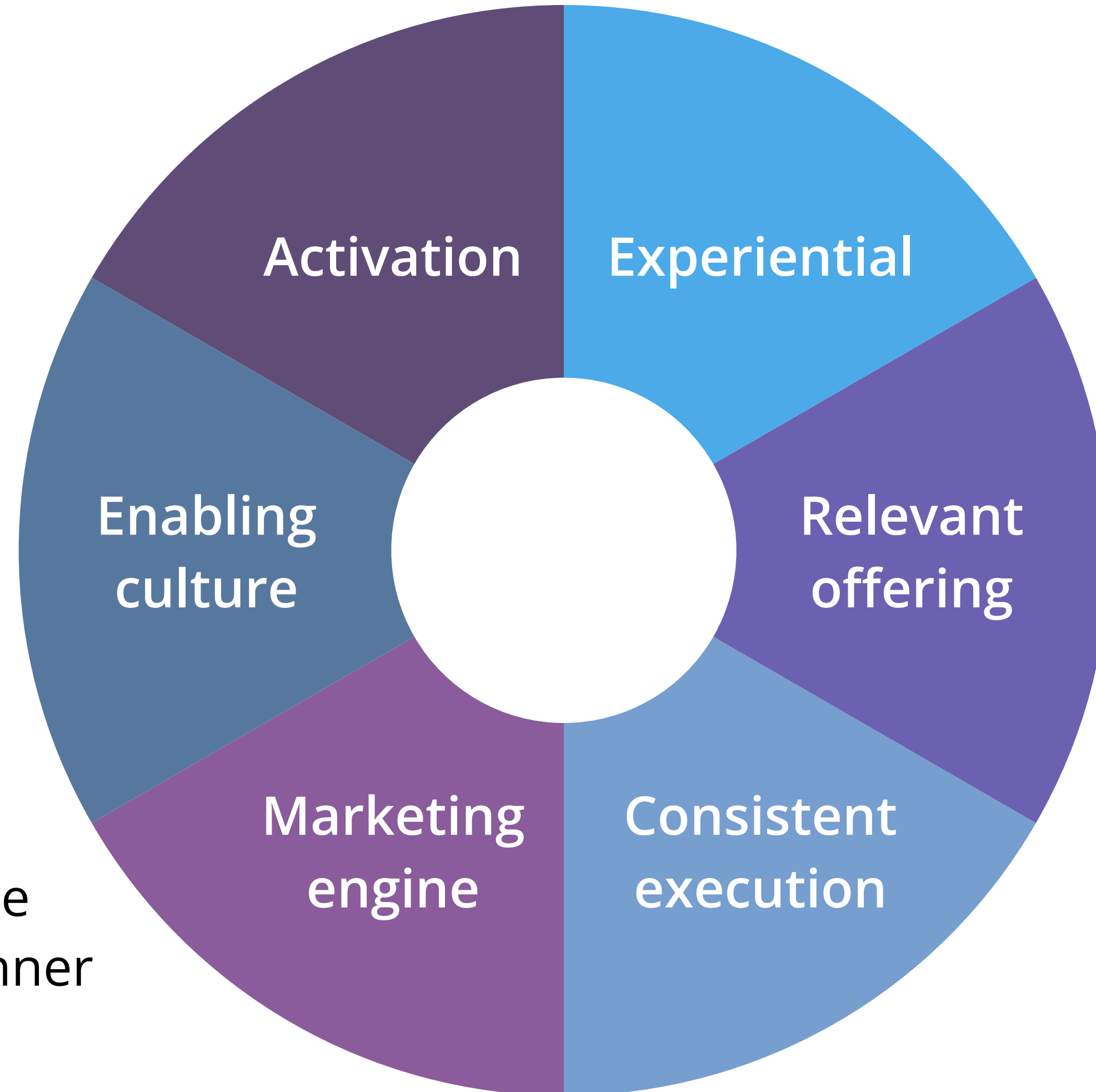
- Where and how we intend to distribute as this will have impact on choices made around the offering, etc.
- Tied directly to the brand platform such that employees have a consistent experience—we are being aligned in what we are asking them to do



- Clarity around who should use and when / with whom
- A brand that is relatively differentiated, meaningful to your audience, and is easy to understand

Leading to six connected choices

- People, funding, and plan that shows how this gets activated over horizon
- Culture, processes, and measurement systems that are aligned and will work for your company
- Able to generate and capture demand consistent in a manner that is consistent with these choices

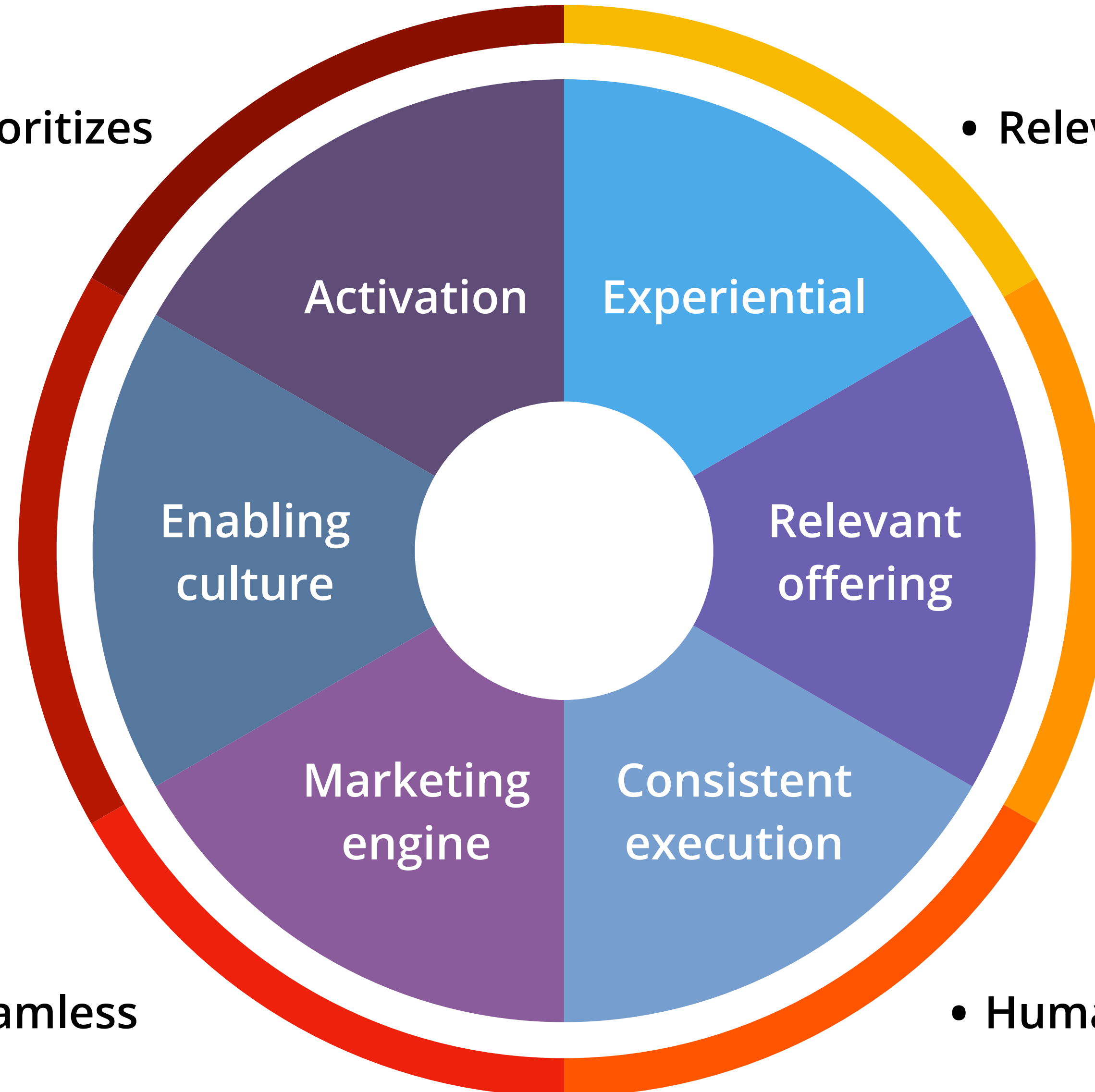


- Creating a sense of place that is easy to use and emotionally satisfying—for customers and employees
- Relevant to those usage occasions at which you want to win, pays off your brand, and is priced consistent with your positioning
- Ability to deliver at targeted level consistently

Principles powering modern restaurants

• Adaptive / Prioritizes

• Relevant and Personalized



• Proactive

• Automated

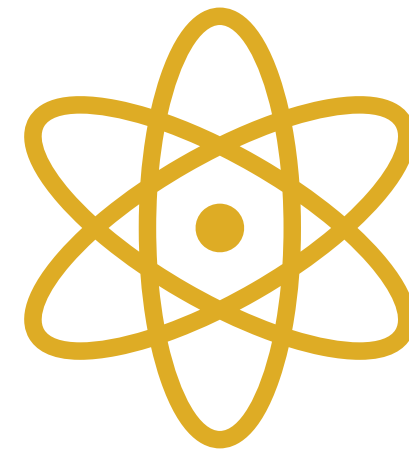
• Seamless

• Human Empowered

Elements to utilize

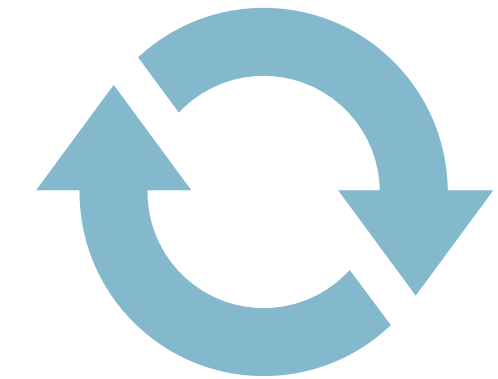


Do you have a few brand principles to create equity (and consistency) in the delivery?



Are you using value chains to focus on the most important parts of your CX?

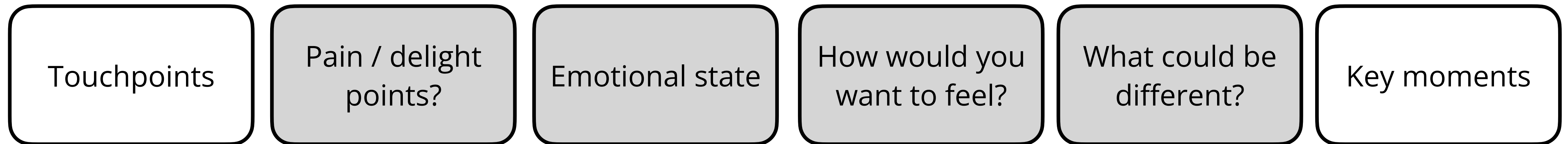
- “How is this valuable to a customer?”
 - Customer wants to care for family
 - has a need to make dinner >
 - easy to get inspired >
 - easy to find/buy ingredients >
 - easy to pay >
 - fast delivery >
 - Feels good about taking care of family



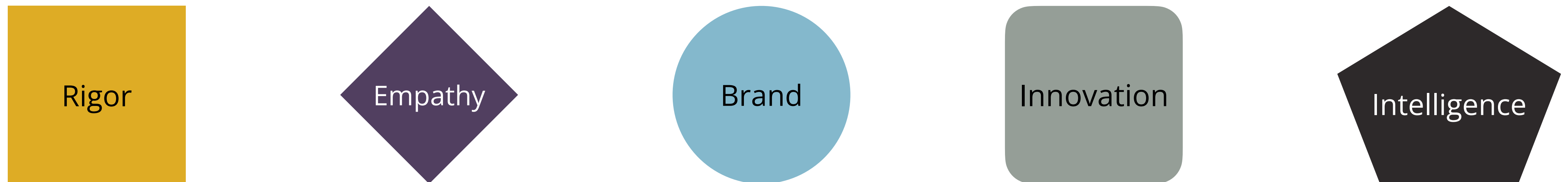
Does your EX (and culture) enable your CX (and brand)?

Delivered at and through key moments

- Key touchpoints during pre-purchase, purchase, and post-purchase



- Under-pinnings of customer experience development





SCOTCH GAME