



Case Study

Consulting Support to a Leading Quick Service Restaurant (QSR) Chain for Improving Profitability

About the Client

- The client is one of the largest QSR chains in India
- It dominates the pizza delivery market and has started to leverage data analytics to sharpen its marketing initiatives

Business Objective

- The client's margins had declined in the last two years, mainly due to aggressive pricing policies meant to capture market share
- It wanted to drive revenue growth and reverse the margin trend

Results & Value Add

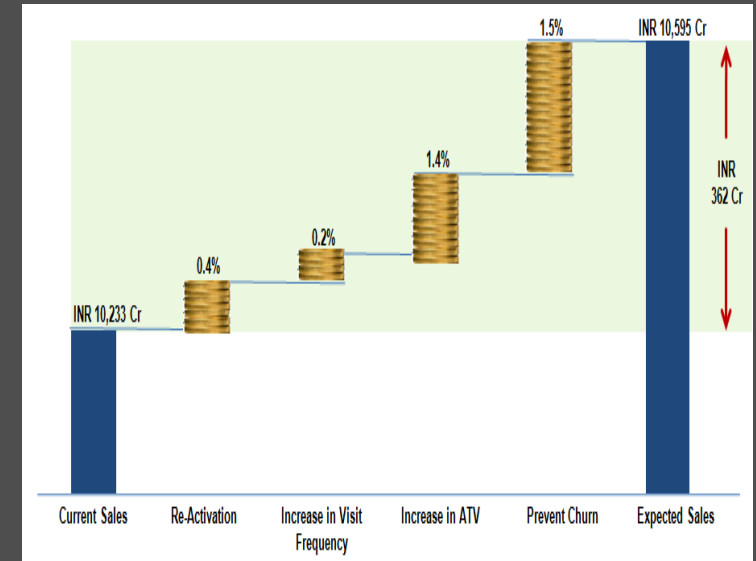
- A three month engagement was conducted to design a holistic strategy that maximised the impact of revenue drivers, while minimising the impact of cost drivers
- The suggested strategy had the potential to improve the EBITDA by 4 - 15% depending on the level of implementation

Research Methodology and Approach

RocSearch consultants conducted an extensive audit of client operations and marketing initiatives over a three month period and proposed a holistic improvement plan that covered:

- Identification of major customer groups and their respective purchase behaviour to develop customised offers
- Identification of the most engaged customers where the spend could be stretched
- Identification of customers with high risk of attrition, along with the possible drivers of attrition, to allow the formulation of an effective retention strategy for high risk-high value customers
- Identification of the dormant/inactive customers and suggestions on reactivation through effective promotion
- Increase in marketing RoI via channel optimisation for campaigns
- Development of store-specific product bundling/promotions
- Pricing analytics to ensure the best positioning of each product
- Assessment of store-specific product category performance

Screenshots



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