

CASE STUDY / HOSPITALITY

# Global Digital Guest Engagement Platform

Design, build, implement and operate an integrated Digital Guest Experience (DGE) platform for its global division.



# About the customer

A fast-casual restaurant leader founded in 1975 operating over 1600 stores globally.



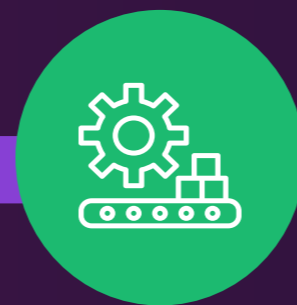
Annual Revenue of  
**\$38B+**



**>1600**  
stores worldwide



**100,000**  
Team Members



**29**  
Operating or franchising  
in 29 countries





# Business challenges

Antiquated technology environment impacting business.

1

Siloed systems, technology platforms, databases, software & hardware.

2

Staff time spent fixing tickets and doing non-strategic maintenance.

3

No time to modernize or innovate customer experience.

4

Losing ground to competitors due to poor customer experience.



# How Softtek comes into play

Using Microsoft platforms and technologies Softtek was able to build a state of the art Digital Guest Engagement Platform (DGE).

**Implemented**  
Agile Methodology &  
DevOps.

EUC, Cloud IaaS,  
**Information  
Security.**

**Collaboration** & Cross  
Functional.

**Digital Integration** of  
all Marketing Assets.

**Platform**  
up and running and  
imprving business within  
10 weeks.





# Business impact

**Shifted  
Focus**

to digital for innovation.

**30%**

Reduction of IT operating  
and support costs.

**Application  
portfolio**

modernization &  
transformation.

Increased  
**Customer  
loyalty**

**Increased  
revenue**

as a direct result of the  
new platform.



#### ABOUT SOFTEK

Founded in 1982, Softtek is a global company and the largest provider of IT services from Latin America. With a broad portfolio of business-transforming products and solutions, Softtek helps Global 2000 organizations evolve their digital capabilities constantly and seamlessly, from ideation and development to execution.

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