



How Epsilon's cafeteria saved 2400 productive hours every month with SmartQ

About Epsilon

The leader in outcome-based marketing, Epsilon has more than 50 years of experience providing the world's top brands, agencies, and publishers with award-winning data and technology.

Epsilon has its presence in multiple countries across the globe, With 60 offices and a total strength of 8,500 employees. The Bangalore office comprises two blocks i.e, Epsilon Hub1 & Epsilon Hub2. The total employee strength is 3000 and there are a total of two cafeterias, one in each Hub.

Challenges faced before SmartQ:

Excessive waiting time leading to lack of collaborative time

Overview

1200+

Number of employees

250+

Capacity of Cafeteria

Traditional

Cafeteria Setup

Free Food

Perks on Friday

Payment

Cash, Sodexo, Cards

Pain Points



Long Queues



Congestion at the Cafeteria



High waiting time



Food Wastage



Chances of pilferage



Cash transactions

Overall Employee Experience : Exhausting Lunch Hour

Epsilon's cafeteria was designed to be soothing and relaxing. However, the employee experience at the cafeteria presented a different story. They were running a traditional cafeteria set up with five different food counters i.e, Tuckshop, A la carte, buffet counter, snack counter, and coffee counter. The cafeteria also offered multiple transaction options like cash, Sodexo coupons, and debit cards.

The cafeteria had a capacity to dine 250 employees at a time. With a total strength of 1200 employees having a common break out time. This resulted in the employees rushing into the cafeteria causing huge congestion at the service counters and the food ordering bay in the cafeteria.

This was a serious problem for the corporate and the employees as they had to spend five to ten valuable minutes of their lunch time in queues

and an additional five to ten minutes at the food bay to receive their order. That is over 20 minutes of total lunchtime lost out of the allotted one hour. The delay naturally led to longer queues in a cafeteria that had limited capacity.

Additionally, Epsilon also has a very good employee benefits scheme, one of which is free food (lunch, snacks, and dinner) at the cafeteria every Friday. But the count for the number of meals consumed was not recorded and the company was charged for the total number of employees in total, irrespective of how many actually were present at the cafeteria. There was excess food wastage due to over-ordering of meals and no clear record of any events on Fridays.

Having identified the problem at hand, the management turned to SmartQ for an effective solution.

Epsilon's Digital Cafeteria With SmartQ



Mission:

Cut the queues, save time, and increase productivity – Introducing Epsilon's new age Digital Cafeteria



SmartQ's initial goal was to only digitize the cafeteria to avoid taking manual orders. However, with ground research, multiple problem areas emerged that needed to be addressed on priority to make the digitization a success.

Additional goals identified:

- Cut down long queues at order and service areas
- Turn all transactions cashless
- Digitize operations for detailed view on orders and sales
- Deliver hassle-free dining experience for the employees
- Capture Friday orders accurately to rely on factual insights for future orders

SmartQ Product Suits



SmartQ App

Food ordering application linked to an online wallet and access cards



Self-ordering Kiosk

Placed in the cafeteria that allows employees to enter an order on the go



Token Display System

Quick order fulfillment intimation system



Point of Sale

An order receiving terminal placed at the vendor counters



Recharge counter

Placed at the entrance of cafeteria to recharge using CC/DC/UPI/Wallets

For mobile app users



**Available for
android / IOS**



**Select your Cafeteria &
Restaurant to order**



**Get notification
to collect food**



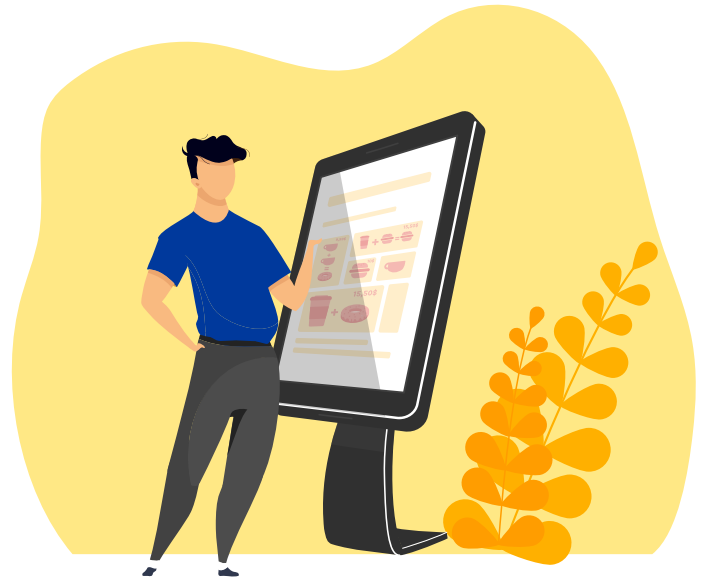
**Collect your delicious
meal**

After SmartQ digital cafe implementation, employees started ordering food using their mobile phones at the comfort of their cabins. They installed the application from the app store, went through the menu, selected their food items, and checked out using a payment mode of their choice. Once the order was placed it was time for them to sit back and relax as they were exempted from standing in the infamous long queues.

With 20 minutes saved from standing in queues during their daily lunch hours, employees spent this collaborative time with their colleagues. This enabled the employees to interact more and build a strong social connection that made them happier and boosted their morale

which later resulted in positive work performance. And once they received the notification on their mobile when the food was ready, they just had to walk up to the counter and get the food.

For Kiosk users



- Employees can walk up to the kiosk placed in various locations within the campus such as lift lobbies, exit doors etc.
 - Tap the NFC cards provided to them on the kiosk to continue with the ordering
 - Go through the menu and select the food items and checkout.
 - Make the payment using a credit card, debit card, SmartQ wallet or
 - UPI and complete the order
- Once the order is placed, employees receive a token with their unique order ID

- The token can be used to track their order on the token display system placed in the cafeteria counter while the employee sits and relax
- Once the order ID is displayed on the TDS, the employee can reach out to the counter, show his token and get his/her food

For Visitors at the cafeteria



- Visitors can walk up to the counter where the POS machines are placed.
- Go through the menu and place their orders accordingly.
- Once the order is placed, they can pay using any mode of payment they are comfortable with
- After the payment, they receive a token, the token can be used to track their order on the token display system

- Once the order ID is displayed on the TDS, he/she can reach out to the counter, show the token and get the food

Impact of the SmartQ Suite

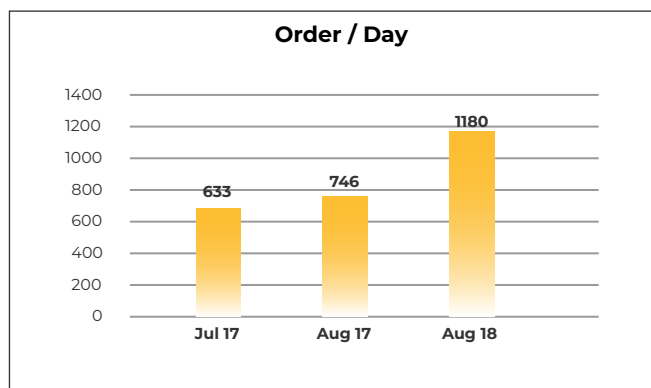
The extensive tech-driven solution ensured that –

- The cafeteria was no longer congested
- Waiting times were reduced significantly
- There were no more long queues to order food
- Cash transactions reduced remarkably and online transactions taking the upper hand
- Bills are generated online and sent to the employees, thus going paperless
- Employees spend more quality time with colleagues during lunch time

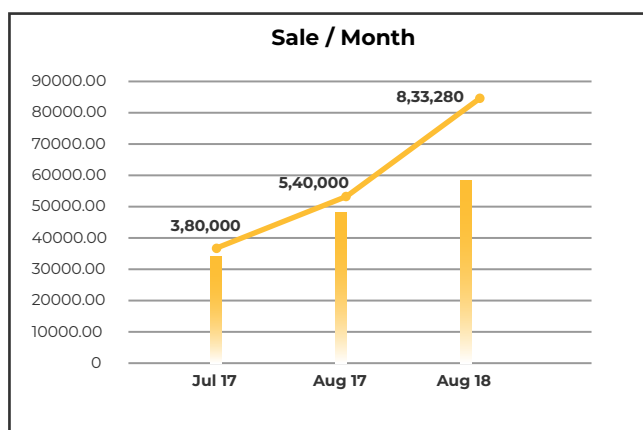


The change was clearly visible, the impact of SmartQ in the cafeteria was

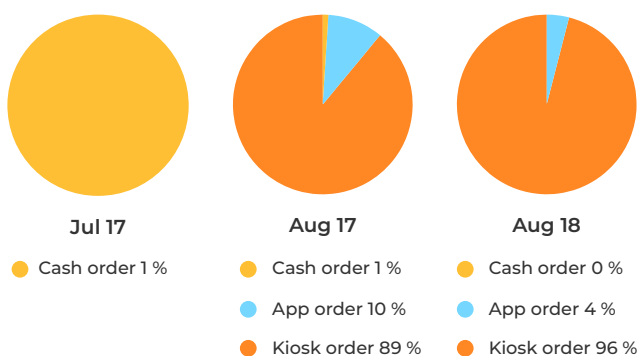
exceptional. In the initial days without SmartQ, the cafeteria clocked a total order of ~630/ day with a total sale of ~\$ 5,240/month. Whereas, in the month right after SmartQ was implemented the orders boosted to 746/day with total sales of \$7,445/month.



The order per day increased significantly throughout the years after SmartQ



The sales were almost doubled in just a year's time after SmartQ



The cafeteria went completely cashless through digitization by SmartQ

More than just happy and productive employees

Apart from the employee point of view, the vendors are also blessed with vendor dashboards and menu management systems with nifty features to save their time in backtracking the total orders and sales. They are now enabled with dashboards provided by SmartQ which give specific data about their overall performance for a given day i.e, total sales, orders, number of meals sold, etc. They were able to study and compare the data of different time periods to work more efficiently.

Since then, the company has seen a significant change in its cafeteria management. The cafeteria that once used to be an overcrowded and chaotic environment, is now a desired place to be in and have lunch. Mobile app, kiosk, POS, and token display system has helped in eliminating the queues in the cafeteria.

With that, the waiting time for the employees at the cafeteria **reduced significantly by 80%**. Now that an employee spends less than two mins to receive their order which is ~10 minutes saved per **employee, with a strength of 1200+**, the total time wasted in queues equals **2400 hours in a month**. That is a lot of unproductive hours for the company.