

341.04 – NomNom Inc

NomNom Inc. is an international “upscale street food” franchise organization that has set out to change the world of food. Originally launched as a food truck in a dark alley, they now have a franchise network with 350 locations in over 25 countries, including the US, Canada, Australia, and Japan.

Objectives

My Nom Nom

1. NNI launched the global NomNom Rewards (NNR) program last year to strengthen the bond with its existing customer base and attract new customers. After thorough market research, they decided against a 3rd party application. Instead, they invested heavily, and delivered their own NodeJS solution on AWS to run the entire program. A dedicated team manages the solution with its highly complex rules engine and native mobile app. As of today, over 2 million customers have joined the program.
2. NNI would like to define personas for their customers and the criteria for the assignment, like the number of visits in a certain amount of time. Customers can have up to 10 personas, for example, “Parent,” “With Teenage Kids,” and “Health Nut.” Personas are driven by data points collected in the DWH and calculated there. Personas are maintained by the Insights team and will be used across many systems incl. Salesforce. A unified global view across markets is important, but restaurant staff and call center users need to see it in their local language, of which there are 10.
3. Customers can get a 3% cash back when ordering online or at the restaurant and collecting points. They can do this by providing their loyalty number or having their card scanned. Inspired by Starbucks’ success, NNI would like to introduce the ability to top up their loyalty card via credit card and use the

balance to pay at the restaurant by having their mobile app QR code scanned by the POS system.

4. On average, 750k guests visit NomNom locations daily. Nightly batches send all itemized transactions from the POS to the data warehouse. However, NNI would like to track hourly revenue for each menu item and category per location in the future to manage their online marketing efforts more granularly.
5. NNR does not provide an administrator panel for NNI staff, they use a shared super password to access a customer's profile through the rich NNR web UI. A practice the Chief Security Officer urgently wants to abandon. The NNR profile contains loads of information incl. the balance, order history, contests they participated in, etc. . In the future, to find the customer and view the customer's NNR profile:
 - a. staff should be able to find the customer by their loyalty number or email address
 - b. restaurant managers also by scanning the QR code with the designated admin tablet.

Supply Chain

1. NNI coordinates the supply chain management for all franchisees. NNI has partnered with a few selected suppliers per country to simplify operations. Moving forward, orders with suppliers shall be placed automatically after being confirmed by the restaurant manager on their iPad. Order quantities are calculated via ERP, but the managers can quickly modify items and quantities. The restaurant places a single order, the ERP determines which suppliers to place the corresponding POs with.
2. Restaurants can track the supplier's confirmed delivery date and the status of individual goods
3. Upon arrival, managers review and approve the delivery against the delivery bill provided by the supplier's ERP.

Restaurant Partner Promotions

1. NNI runs promotions with movie studios and other brands to drive traffic. Many campaigns are mandatory for restaurants to participate for a fixed period; in others, the restaurants can participate voluntarily. Restaurants should be able to see the personas the promotion is targeted towards.
2. An external agency creates the decks, videos, and training materials for staff in local languages, which they currently send to the participating restaurants based on an excel spreadsheet they receive.
3. Each campaign has a dedicated landing page on NNI's Adobe Experience Cloud, and participating restaurants should be listed and searchable. Deep Links have to be supported.

Performance Analysis (BONUS)

1. NNI is following industry standards to benchmark its restaurants' performance. They want to measure the top and worst five menu items and hourly revenue for all three categories (food, beverages, and merchandise), the average spent, the number of customers, and the number of loyalty transactions and signups.
2. During their monthly visits, regional and restaurant managers discuss the numbers in the spreadsheet generated by a DWH plugin the night before. Both managers would like to have this data available on their iPads and the option to set targets like an increase in customers and higher spending for the restaurant to accomplish.
3. To ensure the brand image, NNI wants to closely monitor reviews for each restaurant provided by customers on Social Media incl. Google Maps and Yelp. The restaurant management must review any bad reviews within 24 hours for the internal team to review and respond to the customer.

4. For loyalty members, NNI is interested in demographics, the average rolling revenue, the number and value of top-ups, and the number of visits to any restaurant for 7, 30, and 90 days.

Challenges

1. A recent security breach in the NNR app has concerned the customer. NNR can't be replaced, but top-up credit card payments must be handled outside.
2. Daily revenue for each Partner Promotion must be tracked for the restaurants.

Assignment

1. Sketch a basic data model
2. Sketch the system landscape
3. Define your mobile strategy
4. Identify all integrations and propose a strategy for each of them