



Multi-channel Analytics for leading Canadian-based restaurant chain

Client Overview

The client is a Canadian-based restaurant chain that owns and franchises locations in Canada, the United States and Mexico. It offers great food and drinks at 350 locations in Canada. From pizza, pasta, wings & more, we have a variety of dishes for every occasion

Hexaware Solution

- Collect all the data from various external Data Source vendors, Emails, CRM systems, customer survey, feedbacks, and online sales in to one centralized repository
- Designing new Dash Boards for studying the Customer Segmentation and profiling
- Creation of adhoc cube to analyze 360 degree view of the customers
- Delivered reports covering Promotion Analysis Comparison
- Promotion Coupon Redemption, Promotion Impact, New Subscriber Monthly, Online Customer Growth, Pickup Vs Delivery, Guest Satisfaction Score

Business Benefits

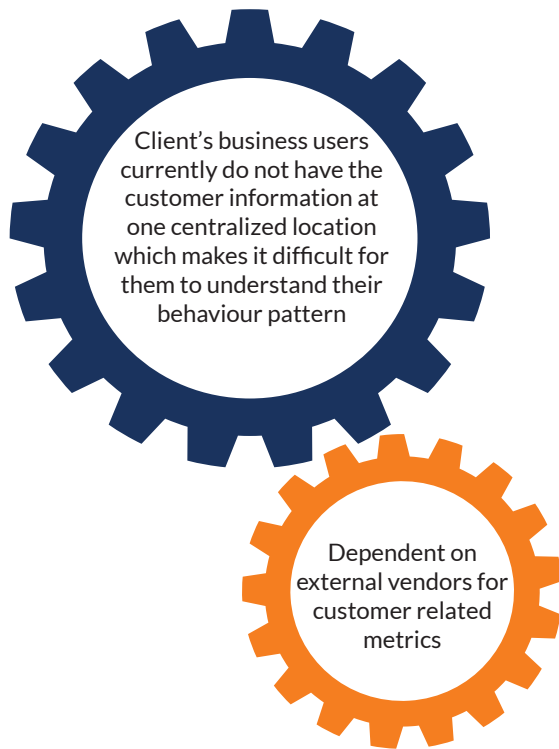
- Reduce manual data collection, integration and spread mart generation
- Efficient and timely decision-making for targeted customer campaigns
- Reduction of reliance on external data source vendors for access to meaningful data and enable self-sufficiency to generate this data as required or on a regular basis

Business Benefits

- Database: SQL Server 2012
- ETL Tool: SSIS 2012
- Reporting Tool: SSRS 2012
- OLAP Tool: SSAS Tabular Cube 2012



Business Objectives



About Hexaware

Hexaware is the fastest growing next-generation provider of IT, BPO and consulting services. Our focus lies on taking a leadership position in helping our clients attain customer intimacy as their competitive advantage. Our digital offerings have helped our clients achieve operational excellence and customer delight by 'Powering Man Machine Collaboration.' We are now on a journey of metamorphosing the experiences of our customer's customers by leveraging our industry-leading delivery and execution model, built around the strategy— 'Automate Everything, Cloudify Everything, Transform Customer Experiences.'

We serve customers in Banking, Financial Services, Capital Markets, Healthcare, Insurance, Manufacturing, Retail, Education, Telecom, Professional Services (Tax, Audit, Accounting and Legal), Travel, Transportation and Logistics. We deliver highly evolved services in Rapid Application prototyping, development and deployment; Build, Migrate and Run cloud solutions; Automation-based Application support; Enterprise Solutions for digitizing the back-office; Customer Experience Transformation; Business Intelligence & Analytics; Digital Assurance (Testing); Infrastructure Management Services; and Business Process Services. Hexaware services customers in over two dozen languages, from every major time zone and every major regulatory zone. Our goal is to be the first IT services company in the world to have a 50% digital workforce.

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