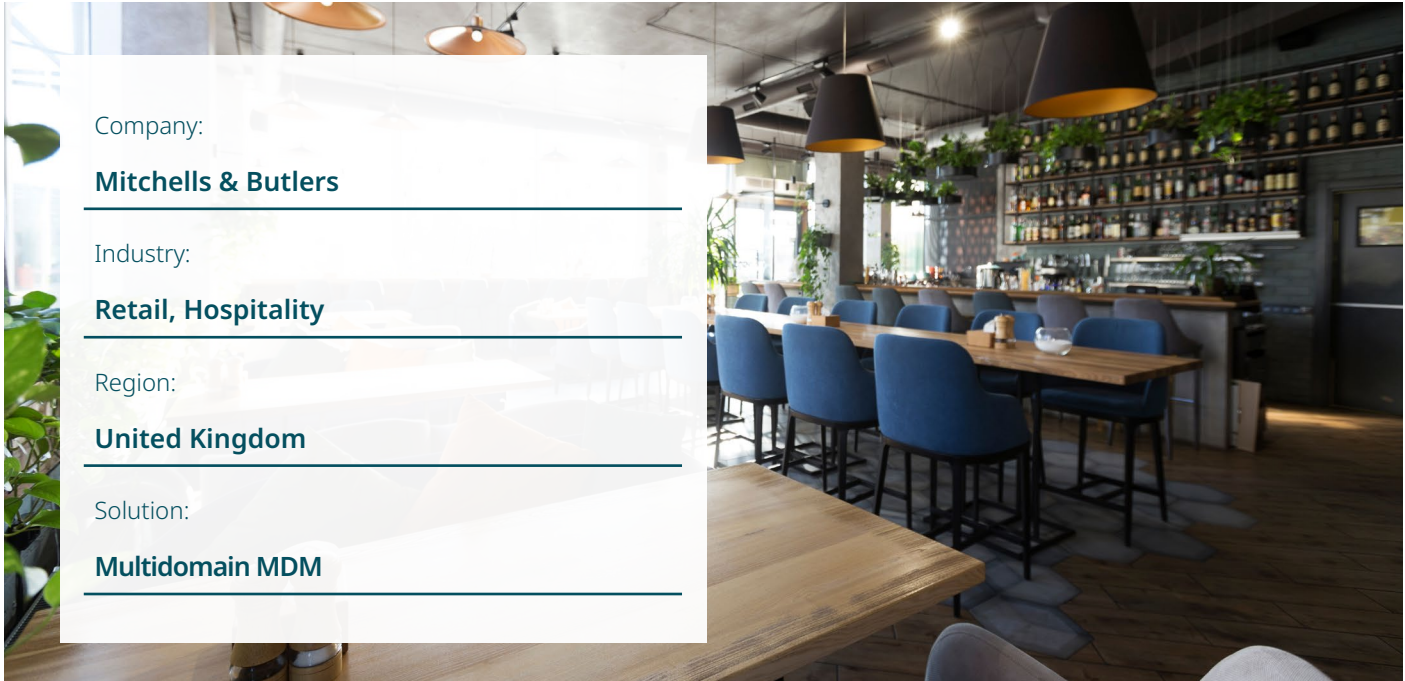


## ■ Innovative Restaurant Chain Combines Location and Product Data to Drive More Customer Engagement



Company:

**Mitchells & Butlers**

Industry:

**Retail, Hospitality**

Region:

**United Kingdom**

Solution:

**Multidomain MDM**

### Executive Summary

Mitchells & Butlers, founded in 1898, is one of the biggest restaurant chains in the UK with 45,000 employees and 1,700 locations serving 430 million drinks and 140 million meals per year. The company operates 17 well-known restaurant, pub and bar brands like All Bar One, Toby Carvery, Harvester and Browns.

The company began using Stibo Systems MDM in 2010 to manage product data used in ingredients, recipes and menu offerings, which had previously been managed manually using spreadsheets and old tech. The implementation resulted in major improvements in operational efficiency.

By embracing digital transformation, Mitchells & Butlers has been able to improve the customer experience and take on the competition with digital-native delivery services.

The addition of location data to the MDM platform has enabled 2,000 outlet managers to provide their customers with useful locale-specific information alongside menus and opening hours. The result is higher customer satisfaction and more sales.

The decision to combine product and location data helped Mitchells & Butlers become more agile and provide a superior customer experience in an increasingly competitive market.

### The Business Impact

The conjunction of accurate and up-to-date product and location data facilitate new business opportunities.

The outlets can now advertise additional customer-facing information, such as number of tables, e-car parking spots, AV equipment, disabled accessibility, garden space, meeting rooms, wedding venues and distance to nearest train station – assets that have a huge revenue potential. This information together with information about menus and opening hours at specific locations can be pushed to apps and websites, which makes it easy for Mitchells & Butlers to engage with food delivery services and provide click-and-collect services.

“The real power of the master data platform lies in the intersection of product and location data. Menus and their availability are now linked to specific outlets together with opening hours, which supports delivery services and click-and-collect.” Mark Jones, Head of Product Programme at Mitchells & Butlers.

## Challenge

Before the addition of location data, Mitchells & Butlers had already worked with MDM to consolidate their product data into a single source of truth to provide a process of ingredient and recipe management for the food development team. They had also made significant enhancements to make data fit for guests at various touchpoints. Rich menu information could then be published to guest-facing systems.

Furthermore, the single source-approach supports compliance with regulations:

“In the food service business, it’s absolutely crucial that menus hold correct nutrition and allergen information. The master data platform provides the necessary data governance around this, which means we can react quickly to both customer demands and government regulations.” Mark Jones, Head of Product Programme at Mitchells & Butlers.

Consumers are also becoming increasingly tech-savvy with guests using ‘order at tables’ digitally on their smartphones and expecting innovative menu items. This put pressure on the more than 100 years old pub and restaurant chain to become more agile in meeting new and shifting demands through digital transformation enabled by a multidomain MDM approach.

## Solution

Mitchells & Butlers is using multidomain MDM to jointly manage product and location data.

The master data platform has 68 integrations to internal and external systems, such as ERP, SWS (Stock and Waste Systems), points-of-sale, public allergen guides and Google to ensure location data always appears updated in search engine results.

The data team feeds product information out to the many outlets where local managers can develop menus based on accurate information and publish it on digital or printed platforms. 2,000 local users have access to update information related to their local menu offerings and other assets.

The solution provides Mitchells and Butlers with the flexibility of adding new objects and attributes according to changing demands.

## Results

The digital transformation has enabled the company to take on the competition with digital-native food delivery services and engage customers whether they want to order at table, hold a party or just pick up their dinner.

With the conjunction of product data and location data into one single zone of insight, Mitchells & Butlers has gained an extraordinary view into very local and specific offerings. By empowering the outlets to leverage this insight, they can expand their offerings and provide their guests with an unparalleled customer experience.

“ The real power of the master data platform lies in the intersection of product and location data. Menus and their availability are now linked to specific outlets together with opening hours, which supports delivery services and click-and-collect.”

— Mark Jones, Head of Product Programme, Mitchells & Butlers

## About Stibo Systems

Stibo Systems, the master data management company, is the trusted enabler of data transparency. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data. We empower them to improve the customer experience, drive innovation and growth and create an essential foundation for digital transformation. This gives them the transparency they require and desire – a single, accurate view of their master data – so they can make informed decisions and achieve goals of scale, scope and ambition. Stibo Systems is a privately held subsidiary of the Stibo A/S group, founded in 1794, and is headquartered in Aarhus, Denmark. More at [stibosystems.com](https://stibosystems.com).