

Foresight Consulting, Inc. Case Study

Client: Dinner by Design, Grayslake, IL
Industry: Meal Preparation



Dinner by Design (DbD), one of the leading home meal prep kitchens is designed to help families save valuable time so they can enjoy healthy, delicious dinners in the comfort of their own home. DbD, an innovator in the industry helped establish the concept and service that meets the demands of today's busy families.

Challenge:

Dinner by Design opened their first kitchen in Grayslake in 2003, and had no plans on franchising. They were so well received by their customers that they decided to franchise and were an immediate success. Franchisees began signing agreements and new kitchens were opening faster than their website and databases could handle. They were at the point of delaying openings of new franchise locations due to system inefficiencies. DbD came to Foresight in September of 2005. At this time they had 11 locations. They selected Foresight because of our meal preparation industry experience and were impressed with sites we have implemented for others in the industry.

Foresight Solution:

We first had to establish a plan to keep the current system functional while customizing and implementing our in-house Software as a Service application to not only *support* the company at its' current growth rate, but also to *promote* it. We established two teams – one to address maintenance of the existing system and one to incorporate Foresight's proprietary SaaS solution that would merge all existing databases (there were 11 at the time) into one normalized system. We stepped back and analyzed how the business operated. It soon became apparent that the individual franchisees needed to be empowered to manage their own store, its' policies, customers and offerings individually.

We reengineered the database in our hierarchical structure to allow for unlimited growth. We implemented role-based security allowing different types of employees and management individualized access to system functions and data, while allowing corporate management and support access to all franchise information. Foresight implemented a process flow that focused on easy navigation, ordering and record keeping. We then incorporated a series of reports and administrative functions used by various levels of management for entrée and recipe management, food ordering, kitchen preparation, sales analysis, customer management and marketing.

Benefits:

New locations can now be added dynamically in a matter of minutes by corporate staff. This process alone saved several thousands of dollars per month. Franchisees are empowered to set their own pricing structure, scheduling, promotion and customer management while benefiting from the tightly integrated corporate database such as entrees, nutritional information, company intranet and document sharing. Their website is no longer a hindrance, but rather an essential tool that drives their business.

Since Foresight's solution has been implemented in production, Dinner by Design has:

- Added more than 50 new locations in the US and Canada, then 2 years later when the franchise dissolved, converted remaining kitchens to independent entities with no coding changes required
- Processed over 165,000 orders
- Registered over 70,000 customers
- Hosted over 145,000 kitchen sessions, pickups and deliveries

..... all without an IT staff !