



Smarter, faster, more connected pricing for a multinational restaurant

Problem

Market dynamics were driving the need for a multinational restaurant chain to become smarter, faster, and more connected in managing dynamic, localized pricing opportunities.

Solution

Converge's Pricing product helped the client address margin challenges by providing periodic pricing recommendations:

1. **External data augmentation**—Curated supplemental data sets to generate relevant insights to inform pricing decisions by combining client first-party and differentiated third-party data sets.
2. **Price engine**—Store-specific price recommendations that increase margin, minimize guest count risk, and incorporate machine learning to drive continuous improvement.
3. **Pricing advisors**—Advisors that work directly with client operators and franchisees to provide ongoing pricing strategy execution support.
4. **Pricing analytics dashboard**—Custom-built dashboards that provide ongoing visibility to core performance metrics and deliver key insights to incorporate into ongoing business management.

Impact

Increase of **250–450** bps incremental revenue that flows to the bottom line

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