



Converge™
by Deloitte

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:

- 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.
- Price engine**—Store-specific price recommendations that increase margin, minimize guest count risk, and incorporate machine learning to drive continuous improvement.
- Pricing advisors**—Advisors that work directly with client operators and franchisees to provide ongoing pricing strategy execution support.
- 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

About Deloitte

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee ("DTTL"), its network of member firms, and their related entities. DTTL and each of its member firms are legally separate and independent entities. DTTL (also referred to as "Deloitte Global") does not provide services to clients. In the United States, Deloitte refers to one or more of the US member firms of DTTL, their related entities that operate using the "Deloitte" name in the United States and their respective affiliates. Certain services may not be available to attest clients under the rules and regulations of public accounting. Please see www.deloitte.com/about to learn more about our global network of member firms.

This communication contains general information only, and none of Deloitte Touche Tohmatsu Limited (DTTL), its global network of member firms or their related entities (collectively, the "Deloitte organization") is, by means of this communication, rendering professional advice or services. Before making any decision or taking any action that may affect your finances or your business, you should consult a qualified professional adviser. No representations, warranties or undertakings (express or implied) are given as to the accuracy or completeness of the information in this communication, and none of DTTL, its member firms, related entities, employees or agents shall be liable or responsible for any loss or damage whatsoever arising directly or indirectly in connection with any person relying on this communication. DTTL and each of its member firms, and their related entities, are legally separate and independent entities.