



# Application Note: Subway

## Highlights

- **Business Impacting Applications**
- **Leveraging a Converged Network**
- **Labor Cost Control**
- **Franchise-wide Emergency Awareness**
- **Workforce Efficiency**
- **Store and Employee Safety**
- **Increase Employee Moral**
- **Customer Loyalty**

## Inside this note:

Time Card and Shift Management	2
The Daily Deposit	3
Store Emergency Awareness	3
Customer Order Improvement	4
Daily Store Task Awareness	4
Employee Recognition	5
Solution Network and Server Components	5

## Introduction

Applications that address and solve critical business initiatives are the catalyst to deploying a converged network. Converging voice, video and data is a good start. Leveraging a converged network to deliver business impacting applications to expedite the ROI is the solution customers are looking for.

A Subway franchise owner knew that moving to a converged network would affect his bottom line, and after engaging in an IPcelerate Application Discovery Workshop, he realized that the business impacting applications that leveraged a converged network is the catalyst for converging voice, video and data.

During the IPcelerate Application Discovery Workshop, the franchise owner expressed the following business initiatives that he wanted to address:

- **Time Card and Shift Management**
- **The Daily Deposit**
- **Store Emergency Awareness**
- **Customer Order Improvement**
- **Daily Store Tasks Awareness**
- **Employee Recognition**

This application note is designed to discuss the franchise owner's business initiatives, applications to solve those business initiatives, the impact of the applications and the required network components to support the business impacting solutions and applications.

## Time Card and Shift Management

### Business Issue

The most troublesome issues in the Quick Serve Restaurant business is shift coverage for no-shows or sick calls. Currently, when a shift of four is scheduled and one fails to show, a second body is lost as well for the duration it takes to find someone to cover the no-show shift. In other terms, that is a loss of 50% of staffing to non-revenue producing work.

### Solution

With our system concept, all franchise employees would be scheduled, recorded by punch-in and punch-out, and coded by work preference and geography in one system. With the information centrally collected, a variety of functional services become available to management and to the employees.

Shift Availability Outcall at the press of a button keeps the store workforce at the most optimal level. When a staff member calls in sick, the store manager will be able to press an icon on the phone which will open the outcall program. They will be prompted to identify the shift available and the computer will then review all the franchise employees who live within the defined zone of that store. The computer will then determines who is unscheduled for that shift, who is willing to be called for additional work, and who won't be put into overtime hours. Once the potential staff has been identified, the computer will begin to contact each one in sequence and alert them of the potential shift. When someone accepts the shift, the computer will record that and notify the store manager of their acceptance.

Time clock functionality will also be activated as a program on the phone display. Punch-in and punch-out times will be logged and collected capturing the store location information. This information will be gathered into a data format compatible with CheckMate so that once reviewed by the franchise's accounting, it can be easily uploaded into CheckMate's computer environment. Labor costs will be able to apportion to the store worked when employees are shared since hours are logged with the store id when punching in or out. The employee will only have to press an icon to activate the program, enter their ID number and confirm.

With this employee time management foundation in place, a variety of reports can be designed and pushed to printers in the store for the manager's use. For optimum value, scheduling should be entered and viewed on the display phones. This would also be of value if an employee is working in two stores the system could indicate a conflict in schedules and not allow the managers to schedule an employee for the same time of day. Each employee would be able to see their schedules on the phone, or the schedules could be pushed to a printout that could be posted at the store.

Another function of the Time Clock application would be a 'who's here?' window that can be opened at any time so the manager can spot check to see if all bodies are accounted for or if someone forgot to punch in or out.

### Impact

The impact of these applications for the store and franchise keeps the workforce at it's most optimum level and provides an automated process for finding and replacing a sick or no-show employee. The timecard application accessed via an IP Phone provides an accurate and real-time method for tracking employee work hours to prevent overtime or overpaying cost to the franchise. The manager increases productivity and customer service with the ability to quickly track employee hours, print schedules and know who is on staff at the given moment.



**Time Card Application on a Cisco IP Phone 7970**

*“With a single press of an icon on the 7970 IP Phone I can cover a shift with available employees.”*

## The Daily Deposit

### Business Issue

Presently, each store manager is to make a bank deposit every day and then call into the corporate office the amount of that deposit. Each morning, assuming all the managers have completed their task, the accountant has to listen to approximately 30 voice messages on the answering machine and translate that into a deposit record. Often there are missing reports and messages that can't be understood and then the accountant has to spend more time tracking down that information.

### Solution

The application for the daily deposit would allow employees to press an icon, key in the amount of the deposit and press OK to accept. This would then drop into a report that the accountant would be able to open, review, and transfer into their accounting process. The report logs when the deposit information was recorded, the amount, the store number, and can even include the reporting party's employee number. This program could also enforce compliance by knowing what store hasn't reported a deposit within the required window of time and then prompt the computer to out-call to that manager with an alert message that corporate is still awaiting the deposit report. This alert call can be repeated and escalated however the client would choose.

### Impact

Using this application would allow for reports to be generated automatically and imported into accounting databases. Time is saved by all parties involved with the current work flow. Employees entering daily deposits wouldn't need to call and leave a voice message. Using the IP Phone as the interface, the 'always on' workstation limits the steps to enter the daily deposit totals and increases the accuracy of reporting those deposits. The accountant does not need to spend time listening to voice messages, even if a message is 30-60 seconds, at maximum message length for 30 messages, that is 30 minutes per day and that is if all stores have reported in. If a daily deposit is missing from the store, the time to track down the total is also time consuming.

## Store Emergency Awareness

### Business Issue

Presently when a store dials '911' only the store that dialed 911 is aware of an emergency. Store theft or robberies happen in bunches so it would be beneficial to notify other stores in the area as well as the franchise owner to escalate the level of awareness that '911' has been dialed.

### Solution

The Store Emergency Awareness solution is comprised of the **i.Alert** and **E.Location Enforcer** features of IPsession. These two features work together to provide emergency location and alert functionality when users dial emergency phone numbers or execute a pre-recorded emergency announcement or page. On the front end, the E.Location Enforcer collects the physical location of the user's phone. On the back end, the i.Alert feature internally notifies endpoints, pcs or phones when an emergency number is dialed, sending called number, caller extension, user, date and time, and location information collected by the E.Location Enforcer.

### Impact

Store Emergency Awareness allows stores to immediately notify other stores in the area when an emergency occurs at a particular store. This expedites emergency response teams, robbery prevention procedures and franchise owner notification that there is an emergency situation happening at a store. This application can not only prevent store robberies, it could potentially save lives.



**Accurate, timely records of daily deposits**

*“Robberies at our stores occur in bunches. The Emergency Awareness Solution alerts all our stores when there is an emergency situation.”*

# 911

**Surrounding stores and the franchise owners are aware when 911 is dialed**

## Customer Order Improvement

### Business Issue

Typically customers that come into Subway will order the same type of sandwich or have a list of 3-4 sandwiches that they order. However, when a customer walks into a store and sees a long line, instead of waiting the customer may leave the store and go to another store or to a competitors sandwich store to satisfy their desire.

### Solution

The business worker can order ahead before leaving the office they can be notified by sending a text message to their cell phone, email or voice message when their order is done so they will know that they can walk in and walk out in just a moment. This concept had us profiling the customer so their payment information was already established in the system so no payment transaction on pickup would be required. Additionally, we would have up to four sandwich profiles that the customer would have built detailing the specifics of what they want on a sandwich. Establishing a VIP bonus program for these customers would be easy to do with all of their sales being tracked through this computer process.

### Impact

In the retail market vertical, customer retention is critical. The customer order improvement solution increases a current customer's loyalty and provides a VIP treatment that expedites 'lunch-hour' traffic.

## Daily Store Task Awareness

### Business Issue

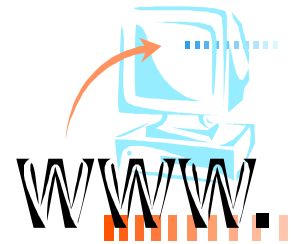
In the 'Red Book', a hard copy binder, there are daily tasks that need to be accomplished prior to the store opening and closing. Employees must do each task for the store to operate at the most efficient level. Employees follow the tasks in the 'Red Book' and after a task is completed, they move onto the next tasks. Sometimes employees skip or don't complete tasks and there is no tracking of which employee is responsible or when they have completed the task.

### Solution

This solution would track the functional tasks as outlined in the Store Operation Guide, a.k.a. the 'Red Book' and prompt on the phone for acknowledgement that the task due in that time slot has been completed, such as 'arrived in store' or 'bread in ovens'. If a task isn't acknowledged within a certain window of time, say 15 minutes, an audible alert will sound from the phone reminding those who are working that this task needs to be done now. If the task still isn't acknowledged after the next definable window of time, then a notice will be escalated to the store manager and to Les. This notice will likely be a text message. Compliance logs could be created from the acknowledgement event if so desired. Each store would have its own profile of events and compliance windows to allow for varied hours of operation.

### Impact

Using the 'always-on' IP Phone to drive and manage work flow process, keeps employees on task. Using this solution also provides a central location to manage and change tasks if needed. All tasks are logged with employee ID, date, and time stamps when the tasks are completed providing reports that can be viewed by the store manager and franchise owner. After this phase is developed, short training modules can also be requested for each task, helping new workers accomplish tasks in a timely manner.



**Online ordering combined with one-touch ready message delivery, builds customer loyalty**

*“Keeping customers is ‘just as’ if not ‘more’ important than getting new customers.”*



**Tasks list and alerts moved to 'always-on' Cisco IP Phone 7970**

## Employee Recognition

### Business Issue

Being that each store currently operates on it's own, employees may only receive and get recognition from that store only, and most times that recognition is only between the store manager and the employee.

### Solution

Sometimes a picture really is worth a thousand words, but an employee's picture with an audible message from the president of the company telling everyone in the company of something they did well could be priceless. Occasional messages of appreciation and recognition that are shared with their peers can inspire everyone. Using the same technology there can be announcements that can be played for a few shifts, and then go away. Hearing why and seeing who is getting recognized can help others form like behavior and conform to the culture and expectations of the franchise owner.

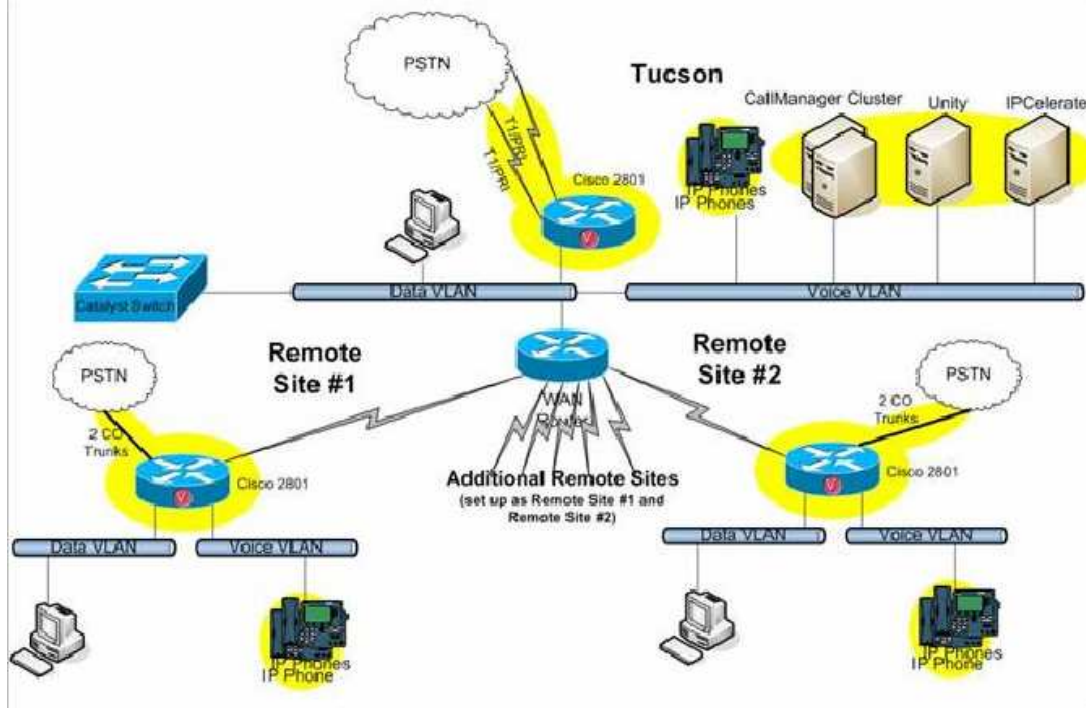
### Impact

Employees that are part of the company team are motivated to do better work. Increasing an employee's motivation equates to increasing their productivity and doing better work. Employees that do better work; complete tasks, show up on time, and provide better customer service—directly impacting a the bottom line.

## Solution Network and Server Components

The Subway franchise will leverage a centralized Cisco IP Communications solution integrated and leveraging IPcelerate's IPsession Application Server. The central site will contain core equipment which includes; IPcelerate IPsession Application Server, Cisco CallManager, Cisco Unity Voicemail, Cisco Router with fire-wall, Cisco switch, and Cisco IP Phones. Each store location will have the following equipment; Cisco Edge Router, Cisco switch and 1 Cisco IP Phone 7970.

The following network diagram details the location of each network component.



**Employee recognition  
increase company morale.**

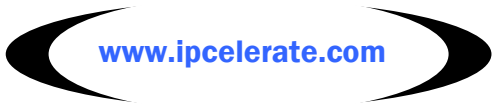
*"IPcelerate Solutions  
that deliver Business  
Impacting  
Applications that  
leverage Cisco's  
Converged Network  
made the difference for  
my franchise."*



**IPCELERATE, INC.**

1445 MacArthur Drive, Suite 200  
Carrollton, TX 75007

Phone: 877-622-NORA (6672)  
Fax: 972-242-8640  
E-mail: [info@ipcelerate.com](mailto:info@ipcelerate.com)



IPcelerate applications help companies solve the complex business issues they face every day; managing situational awareness, controlling employee costs, creating a safer work environment, enhancing customer satisfaction and interaction with customers and partners while controlling costs. Our solutions have helped hundreds of VoIP customers realize an accelerated ROI, and are available globally through IPcelerate-certified partners.

We give familiar features like intercom or paging a 21<sup>st</sup> century impact, and take innovations such as RFID and video collaboration to new frontiers.