

DTT BUSINESS TRANSFORMATION STUDY



At A Glance

Company Information	Sandoval Family Management Inc. 15 restaurants in San Diego, CA
Employees	1,200
Office Location	San Diego, CA

Sandoval Family Management Inc. is a multi-unit Franchisee of the McDonald's Corporation based in San Diego, CA. Sandoval currently owns and operates 15 locations in the area.

McDonald's USA, LLC, is the leading foodservice provider in the United States serving more than 26 million customers every day. McDonald's currently operates more than 32,000 restaurants worldwide, and 14,000 in the US alone. Nearly 90% of McDonald's US locations are independently owned and operated.

Key Challenges

- Our surveillance equipment was very old and outdated. It did not have POS integration or any exception alerts.
- The systems were very basic and could not be viewed remotely.

Why DTT was Selected

- We surveyed various surveillance vendors and found that DTT was focused on restaurant operations, using the newest technologies and leading LP services.
- DTT provides outstanding Customer Service and is available to answer questions 24/7/365.

Implementation Best Practices

- SmartAudits™ are used as a tool both for penalizing and rewarding employees. It is very important for guest service to encourage the correct employee behavior at all times.
- Being able to view the stores remotely at times when the managers are not there is helpful because those are the times when operations suffer most. By keeping an eye on employees during all operative hours, we ensure that they are always delivering the best customer service.

Financial and Strategic Benefits

- Within the first month we were able to strengthen our store teams significantly by letting go of some of the less productive members. We saw a huge uplift in productivity and revenues.
- Employees realized that the management team was actually using the cameras to monitor the operation and as a result paid closer attention to their work.
- Our crew members are delivering the finest customer service and are happier at work.
- Our urban locations noted a huge decrease in food cost and theft.

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Christian Sandoval, Owner/Operator

The Sandoval Family Management, Inc Experience (Phone Interview)

We initially brought in a new surveillance system because we did not have the technology to remotely view cameras. At this point, however, we have started using the system in ways we didn't initially expect. The more we watch the stores the better they operate.

The installations process was painless for all our stores. The installers were always willing to take our opinions into account during the installation process and did whatever it took for us to be satisfied with the placement of the cameras. They had no problem making changes or adjustments to our liking. I like that customization. It makes us feel comfortable knowing that we can be involved in the process.

Customer Support is always outstanding. We are a service-oriented business as well so appreciate a vendor that recognizes the need for quality support.

We particularly love the SmartAudits™. Whenever a store scores below 70% I take a closer look. Unfortunately, some of the best employees are the ones who are stealing. A couple of months ago a SmartAudit™ report caught an employee stealing. We always thought he was one of our greatest employees and never would have guessed it was him; but you can never be sure.

One of our most impressive experiences with DTT involved a robbery that ended up being an inside job. While viewing remotely, I watched one of our stores get robbed. I immediately got on the phone with DTT as I made my way to the store. DTT grabbed still photos of the robber, enhanced a good shot, and emailed it to me before I even got there. I was able to walk into the store just a few minutes after the robbery with a picture of the suspect in my hand. One of my crew members recognized the individual, who happened to be the mother of an ex-employee. The cops went to her house right away and caught her right then and there. Time is everything when it comes to robberies – DTT was on it.

Financially speaking we've seen a significant increase in profit, during the overnight shift specifically. A lot of funny business used to go on overnight - people would abuse the grill and make sandwiches for themselves - now they are aware of the cameras watching the registers and kitchen. When we are suspicious of an employee, we can just monitor their habits and productivity. I can watch them from anywhere and take action when necessary. By letting go of the unproductive employees I have been able to create a strong team and great managers.

I would absolutely recommend DTT to other restaurant owners. The outstanding customer service and seamless installations are great; the communication is outstanding. If new technologies are available we are always made aware; that means that we can always be ahead of the curve.

Christian Sandoval, Owner/Operator

About McDonald's

McDonald's USA, LLC, is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredients. McDonald's currently operates more than 32,000 local restaurants serving more than 60 million people in 117 countries each day. More than 75% of McDonald's restaurant worldwide are owned and operated by independent Franchisees. McDonald's is based in Oak Brook, IL. Additional information is available at www.mcdonalds.com.

About DTT Surveillance

Headquartered in Los Angeles, California, DTT provides Digital Video Surveillance solutions for the Restaurant and Hospitality industries. DTT was founded in 1999 by Sam Naficy, leveraging the power of emerging digital technology to support the needs of a broad base of clientele. Since first launched, DTT has equipped, serviced and supported more than 25,000 clients. Every day, software provided by DTT protects trillions of dollars in assets and oversees nearly 2 million employees. Some of the world's most popular and respected restaurant brands use DTT including McDonald's, Subway, Burger King, Dunkin Brands, TGIF, Taco Bell, KFC, Baja Fresh, Focus Brands, and Dairy Queen, to name a few. Please visit www.dttusa.com for more information.