



# JDS Restaurants, Inc.

## DTT BUSINESS TRANSFORMATION STUDY



### At A Glance

Owner Name	Chet Davis
Company Name	JDS Restaurants, Inc.
Operation	Taco Bell®
Locations	22
Employess	~500
Territory	Texas & Louisiana

Mr. Davis has been a Franchisee for 13 years but has been a part of the Taco Bell® system for just over 35. He held various positions at Taco Bell® Corporate including District Manager, Franchise Consultant, Zone Manager for Operation Services, Project Manager, and Market Manager before joining JDS Restaurants, Inc.

### Phone Interview with Chet Davis

I worked for Taco Bell® many years ago when they installed CCTV technology system-wide in company restaurants; so, I have some experience with the original technology. While useful in deterring internal theft, CCTV video-based systems proved to be of little value in preventing robberies and other crimes if criminals were determined.

#### Initial Challenges

The original technology was too easy to defeat. It became common knowledge that you could rob a restaurant wearing a ski mask and your identity would likely not be compromised. Couple this with the fact that the information you often needed to investigate crimes was stored on a video tape – assuming someone remembered to install or rotate the tapes to begin with. Viewing video in an effort to find a single incident was incredibly time-consuming and often produced nothing of use. We rarely ever solved a crime using the old technology; so, overall, the ROI was very low.

After a few years we decided to take out the original systems. They weren't serving the purpose of deterring crime and were actually a liability if they weren't properly maintained. It was at this point that we switched our security focus to other technologies such as new stores safes, armored car pick-up, and newer, high-tech security systems (better monitoring, reporting, panic buttons, etc.).

Although this helped, it did not provide a comprehensive solution, for example, it left us exposed to false customer injury claims and fraudulent workers' compensation claims.

#### Why DTT

When we saw DTT at a FRANMAC convention we knew we found exactly what we were looking for: robust, broadband-based technology (think frame rates), state of the art software, high-quality DVRs, exception-based reporting, and the SmartAudit™ service. Technology had finally caught up with the needs of the industry at a price we could afford. It was a no-brainer.

"As far as surveillance systems go, what DTT brings to the table is unmatched quality software, hardware and service. Other vendors' products – well they are just not "there" yet."



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### Best Practices

The system was primarily installed to ensure employee safety; however, we have found it to be equally valuable as a management training tool. We often "follow" a customer through a transaction asking at each step in the process if we "got it right." The impact this has had on supervisors and managers has already made a difference in our customers' experience. It doesn't hurt that you can do all this from an iPhone, iPad, etc. in the dining room of another store or at an office. From my iPad one late night, I observed an employee serve a customer who walked up to the drive-thru window. I was able to contact the employee within minutes to let him know that they had violated an important security procedure and asked him not to do it again. The employee actually seemed grateful that someone took the time to alert them to this danger. This turned into a wonderful "teachable" moment.

Soon we'll be able to use the system to take training to another level. We decided to add the audio component and I can't wait to get the microphones installed! We're trying to combat the recession by improving all aspects of the customer experience, so hearing the exact nature of employee-customer exchanges should help us better coach cashiers and others with regards to customer engagement.

I am confident that we'll see an impact on our bottom line due to crime deterrence, reduced shrinkage, fraud prevention, etc. but for right now our focus is on improving customer service and the DTT systems are helping us to do just that. They call that "lagniappe" in Louisiana!

### DTT Impact

We are contacted on a regular basis by competing surveillance technology vendors but I'm confident in the decision we made when selecting DTT as our service partner. As far as surveillance systems go, what DTT brings to the table is unmatched quality software, hardware and service. Other vendors' products – well they are just not "there" yet.

**- Chet Davis, Taco Bell Owner/Operator**

### **About Taco Bell, Inc**

Taco Bell® Corp. ("Taco Bell®"), a subsidiary of Yum! Brands, Inc., is the nation's leading Mexican-style quick service restaurant chain. Taco Bell® serves tacos, burritos, signature quesadillas, Grilled Stuft Burritos, nachos, and other specialty items such as Crunchwrap Supreme®, in addition to the 79-89-99 Why Pay More® Value Menu. Taco Bell® serves more than 36.8 million consumers each week in nearly 5,600 restaurants in the U.S. Learn more at <http://www.tacobell.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](http://www.dttusa.com) for more information.