



Gingles Concepts, LLC

DTT BUSINESS TRANSFORMATION STUDY



At A Glance

Owner Name	Tim Gingles
Company Name	Gingles Concepts, LLC
Operation	3 Taco Bells & 1 KFC/ Taco Bell in CO and NE
Employess	80 total
Office Location	Conifer, CO

Tim has been a Franchisee for about one year and a half but has been part of the Taco Bell system for 17 years now. He owns 4 restaurants in total, 3 located in Colorado and 1 in Nebraska.

Taco Bell® Corp., a subsidiary of Yum! Brands, Inc., is the nation's leading Mexican-style quick service restaurant chain. Taco Bell® serves more than 36.8 million consumers each week in nearly 5,600 restaurants in the U.S.

Key Challenges

- One of the main problems we were facing as an organization was the fact that our restaurants are spread so far apart. It made it difficult to be at each unit as often as I would've liked.
- Knowing that we could at least watch them all the time, anytime, made that challenge far less troublesome.
- We were having a hard time coaching employees and DTT helped with that a great deal. Showing video footage of employee interaction and other behavior during training made it a lot more effective overall.

Why DTT was Selected

- Generally speaking, DTT was selected because of all of the camera and system features. More importantly though, I never felt like I was being sold. When Hetal contacted me he did not come across as a salesman. He has faith in the product and presented me with a thorough idea of how to use it. At the end the decision to install the system was a no-brainer for me.

Implementation Best Practices

- Do not short change yourself on the number of cameras in the store. You have to be able to see your lobby doors, backdoors, safe, office, drive-thru, registers, customer line, and production areas in order to coach on those issues.
- Discipline yourself to spend time with your cameras or assign the responsibility to someone. You find so much information by going through POS logs. By finding successive deletions for instance you can red-flag certain employees immediately.
- Discipline your employees on the system and make them aware of the SmartAudits so that they know your paying attention to their performance and behavior.

Financial and Strategic Benefits

- It is such a great deterrent of theft. Since installation we are probably up \$2-3K per store. And that number doesn't include food cost savings. Food no longer goes out the backdoor for free, which keeps a lot more money in the store.
- There are a lot of unspoken costs that we wouldn't be able to realize without the system.



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Tim's Taco Bell Experience (Phone Interview)

I have used the DTT system in so many different ways; it has had a major impact on our operation. Initially, I was interested in surveillance to deter theft – to be able to catch people stealing money from the registers - and I've come to use it for so much more.

With cameras you do not have any theft problems and can keep watch of your entire operation without physically needing to be there. Things like dining room cleanliness, speed-of-service, customer service & communication can all be monitored. We can view footage and listen to audio to ensure that customer complaints are in fact accurate. We can spend time reviewing footage with managers so that they can see how their stores are performing. In this way, the systems become a great coaching tool.

Liability is another area that can be monitored with our DTT system, which I had not initially thought about. Recently, a customer filed a complaint about a slip-and-fall, which she argued resulted from water spilled on the floor. After reviewing the camera footage, we found that she had actually tripped on the curb, not water, and with that proof we were off the hook. There are so many incidences such as this one. My insurance company is certainly happy that we have surveillance to help us out in such situations!

I believe that the system pays for itself. We no longer have missing deposits, employee thefts, lost food – all of which means that there is more money in our pockets at the end of each month.

From the start, the process did not just go smoothly, it went great. I cannot think of any problems I've faced with DTT in the past year and a half. I can contact a support representative or even my sales rep directly and they'll make sure that things are running as they should. More importantly, DTT did not walk away from me once the deal was signed – they're very much a partner in my business; and that's what I look for with all our vendors; though rarely get it.

It is interesting that we are really in the same business – all striving to be a "customer maniac" and DTT has been successful in this endeavor. I know that for DTT the customer is first. And the advancements they are making with technology and customer relations are admirable. I think it's a great partnership.

In one word, DTT is excellence.

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 Stuffed 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 for more information.