Sierra-Cedar

Client Snapshot

About

Fast Food Restaurant Chain Client operates a large U.S.-based fast-food restaurant chain with more than 3,500 locations in 45 states. The chain's made-to-order menu offers customers many options for hamburgers, hot dogs, beverages, and more.

Splunk Cloud allowed our client to cut user check-in time in half and proactively monitor critical systems that supported the mobile-ordering experience, resulting in an improved customer experience.

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Location:
Mid-Atlantic region of the United States

Industry:
Commercial

Technology:
Splunk Cloud

About Sierra-Cedar

Sierra-Cedar delivers industry-focused client success by providing consulting, technical, and managed services for the deployment, management, and optimization of next-generation applications and technology.
www.Sierra-Cedar.com

Background

As an operator of a national chain of fast-food restaurants, our client is constantly evolving to meet changing consumer expectations. When mobile apps emerged as a way to augment and enhance the traditional ordering and purchasing experience, our client took advantage of this opportunity. However, the company lacked the capability to effectively monitor the new applications and systems needed to provide an outstanding customer experience. The client had been using an on-premise Splunk platform to monitor internal systems and was ready to move to the next level with a Splunk cloud-based implementation that would make it easier to monitor mobile apps and obtain the insights needed to achieve customer service goals.

Challenges

The shift to a mobile ordering experience created new challenges, including increased transaction volume, data security concerns, and higher customer expectations. The client needed a service provider who understood the restaurant industry and how to optimize Splunk Cloud to achieve the following goals:

- Provide appropriate access to Pivotal Cloud Foundry (PCF) events and logs
- Monitor over 60GB per day of event and log data
- Generate meaningful data visualizations to track mobile transactions
- Support a process that could drive continuous improvement and proactive issue resolution in order to deliver outstanding customer experiences

Solution

With Sierra-Cedar's assistance, the client migrated an on-premise legacy Splunk platform from its data centers to a Splunk cloud-based system.

The power of the search processing language in Splunk allows the client's developers to locate issues in the technology stack. As a result, they gained the needed intelligence to triage slow user transactions and make the changes necessary to reduce user check-in time in half.

The new Splunk technology also provides visibility into the health of each individual restaurant's IT systems, which enables support staff to proactively contact managers about potential issues and reduce the time spent troubleshooting and resolving issues.