

Case Study

Introduction of SMARTCHILLI at accente Gastronomie Service GmbH (2023/24)

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Background

Accente Gastronomie Service GmbH is a subsidiary of Messe Frankfurt Venue GmbH with over 300 permanent employees and an annual net turnover of approximately 33 million euros (in 2022), making it Germany's largest trade fair caterer. The range of services includes the operation of all restaurants, snack bars, and shops on the Frankfurt trade fair grounds, banquet and event catering, stand catering and delivery, personnel services, and equipment rental.

Objectives

The introduction of the cooperative service planning software SMARTCHILLI aims to improve personnel planning, optimize employee utilization, and reduce costs associated with personnel deployment. Additionally, it aims to enhance recruiting and modernize the software landscape to meet the current and future needs of the company.

Analysis of Current Challenges

Personnel planning is time-consuming, with employees sometimes responding late or not at all, or failing to cancel. This often necessitates the use of personnel service providers, who prefer to take on the more attractive shifts, leading to insufficient applications through recruiting. This vicious cycle is difficult to break, as the complexity of communication increases exponentially with the number of employees.

Requirements for the New Software

The new software must enable communication, scheduling, and task management. It should also allow for the future implementation of time tracking. Most importantly, it must be used by employees to keep communication and planning efforts low. Therefore, it should include rewarding elements like gamification and other social media aspects. The software must be easy to use, deployable without training by external employees,

and cost-effective. Additionally, it must meet the data protection requirements of a company in which the City of Frankfurt and the State of Hesse are involved.

Selection of the Software

SMARTCHILLI was chosen because it offers all the necessary functions and meets the company's requirements.

Implementation Strategy

The software was introduced during ongoing operations. There was no pilot phase, only a free trial access. Internal employees were trained on the system on the same day. Over a period of about 7 days, events were entered into the system, and then external employees were added to the system via QR code, link, or email invitation.

Support by SMARTCHILLI

In addition to the software introduction, support by SMARTCHILLI is important. This support is free of charge. A change process from a push to a pull principle takes place, requiring a rethinking in event setup and presentation. The more attractive an event, the higher the likelihood it will be well-staffed. The transition from an old system to a new one should be completed quickly.

Initial Experiences

User feedback is very positive. 92% of users use the software weekly, 65% daily voluntarily. A fixed communication channel for everything else was implemented in this way, significantly reducing the monitoring effort for other communication channels. This free time can be used for recruiting. Approximately 2500 emails and WhatsApp messages are saved or automated monthly, as SMARTCHILLI sends confirmations, changes, or cancellations via push, minimizing manual errors. The introduction went smoothly.

Performance Indicators

Instead of covering 80% of shifts through personnel service providers (before SMARTCHILLI), only 20% of shifts are now covered by personnel service providers after 12 months. This corresponds to a cost reduction of approximately 100 euros per shift that does not have to be assigned to the service provider. The employee pool has multiplied, in some functions by more than a factor of 10. The number of self-staffed shifts has increased tenfold.

Comparison with Expectations

Expectations were exceeded, and follow-up projects such as employee training were initiated.

Summary

The introduction of the cooperative service planning software SMARTCHILLI at accente Gastronomie Service GmbH has significantly improved personnel planning, optimized employee utilization, and reduced costs. The software was successfully introduced during ongoing operations and has proven to be highly effective.

Outlook

For future projects, it is recommended to continue using cooperative and user-friendly software solutions that minimize communication and planning efforts. Further improvements can be achieved through additional training and continuous adaptation of the software to the changing needs of the company.

Further Joint Activities

In 2024, the results of the collaboration were presented at the Arena Summit in Frankfurt. You can find a detailed version of the presentation in German attached.