



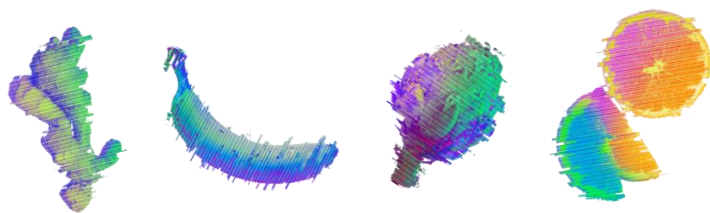
# RESTwithEU

# Digital Pathway Tool

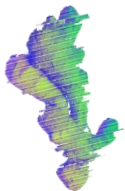


*Paper Version*

*February 2024*



[Page intentionally left blank]



## Introduction

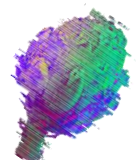
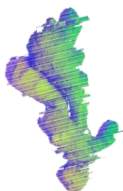
This inclusive tool has been meticulously crafted to aid restaurant owners in navigating the intricacies of the digital landscape. The paper version of this tool, designed as a tangible resource, offers an accessible and offline auto-assessment. Inside, you will encounter a set of questions designed to assist you with prioritising the best path forward for your restaurant's digitalisation. While this version is convenient to use for pathway prioritisation, we also encourage you to explore the digital edition for a more precise and personalised path that leverages advanced data and calculations.

## How to use

This digital pathway tool consists of two components: the **answer sheet** and the **question sheet**. The answer sheet, which will be labelled with the same name and include an array of numbers and squares, should always be by your side, as it will be where you will jot down the points you get from your answers.

To make sure you receive your results correctly, please follow the instructions below:

1. Take your answer sheet and put it on the side.
2. Now, take the question sheet and start with the first question.
3. Each question will have multiple choices for an answer. Please choose the one that best represents your current situation.
4. Each answer will tell you the score you should add to the answer sheet.
5. Once you have answered every question, sum up the first two columns and put the total in the total column.
6. The row with the most points is your recommended pathway, according to your assessment. We recommend that you also check the second and third best recommendations to have a better understanding of your current digital situation.
7. Finally, go to "Link to Pathways Webpage" and check those that got the most scores.



Please note that you have the option to print only this page and read the questions directly from the entire document, or print the entire document

## Answer Sheet

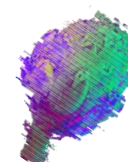
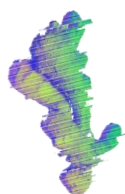
Challenges	Your main goals	Scenarios	Total
CH1			
CH2			
CH3			
CH4			
CH5			
CH6			
CH7			
CH8			
CH9			
CH10			

## Prioritise your Three Pathways

The row with the most points is your recommended pathway, according to your assessment.

First pathway	Second pathway	Third pathway

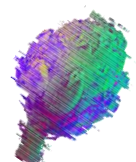
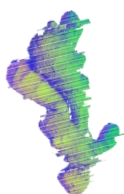
[Check all Pathways](https://european-digital-innovation-hubs.ec.europa.eu/knowledge-hub/digitisation-projects-and-initiatives/restwitheu-supporting-implementation-digital) or copy this link to downloaded : <https://european-digital-innovation-hubs.ec.europa.eu/knowledge-hub/digitisation-projects-and-initiatives/restwitheu-supporting-implementation-digital>



## Business Objective

Each business objective focuses on a different area or challenge. Therefore, please choose the one that best represents your current objective. **Add the score from the row to the specific column in the answersheet.**

Your business objective	CH 1	CH 2	CH 3	CH 4	CH 5	CH 6	CH 7	CH 8	CH 9	CH 10
To create a successful and profitable business	1	0	2	1	4	0	0	2	2	2
To contribute to the local community or economy	2	0	4	0	0	1	0	0	4	2
To create a unique and memorable dining experience for customers	1	0	2	4	2	2	0	0	3	0
To showcase a particular culinary style or type of cuisine	0	0	4	3	1	4	0	0	1	0
To foster a positive and supportive work environment for employees	0	0	2	2	4	0	0	0	4	0
To be a leader in the industry and set new standards for the restaurant industry	1	1	2	2	2	0	4	0	0	1
To create a legacy or leave a lasting impact on the food industry	4	3	0	3	1	1	0	0	0	0
To fulfil a personal passion for cooking and sharing food with others	4	2	0	2	0	1	0	0	2	0
To achieve personal financial stability and security through the success of the restaurant	3	0	0	1	4	0	0	1	3	0



## Scenarios Sheet

Each question is associated with a challenge. Once you have selected **the scenario that best represents your current situation** concerning the challenges, look at the score associated with that answer and write it down on the answer sheet.

i.e.

### CHALLENGE 1

- I own the information on the search directories or have accounts on a few social media platforms. **(3 points)**

[...]

### CHALLENGE 2

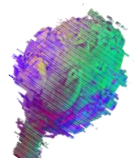
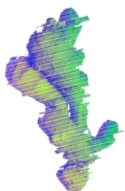
- I manage reservations with a digital tool or spreadsheet that helps in organising all the sources, but later, I need to introduce the details manually. **(6 points)**

[...]

### CHALLENGE 10

- We have tools that help us repurpose food waste into new dishes, compost or animal feed, as well as partner with third parties to sell food that is going to be wasted. **(4 points)**

Challenges	Your main goals	Scenarios	Total
CH1		3	
CH2		6	
CH3		-	
CH4		-	
CH5		-	
CH6		-	
CH7		-	
CH8		-	
CH9		-	
CH10		4	

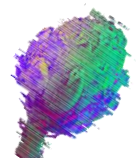
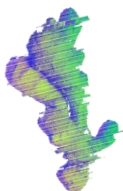


## CHALLENGE 1

- I have no website, social media accounts or online presence of any sort. **(10 points)**
- I appear on search directories such as Google Maps, but I have no ownership of the data displayed. **(8 points)**
- I own the information on the search directories or have accounts on a few social media platforms. **(6 points)**
- I have a small website that shows basic information (such as address and open hours) and have engaged in some activity on social media (such as sharing pictures of food, posting updates and interacting with customers). **(3 points)**
- In addition to all the above, I have a CRM to manage customer relationships, marketing and reviews. Our webpage also allows for table reservations. **(2 points)**
- In addition to all the above, I perform customer analytics and implement insights into customer behaviours and trends (such as popular menu items and peak dining times) to improve my business. **(1 point)**
- My website, social media accounts and CRM are interconnected to automatise processes such as putting sales on less popular or close-to-expiring items, sending promotions or implementing loyalty programmes. **(0 points)**

## CHALLENGE 2

- I do not permit reservations at all. **(10 points)**
- I have a pen-and-paper reservation system and accept in-person or phone reservations. **(8 points)**
- I manage reservations in pen and paper, but they come from different sources, such as through phone, mail or social media. **(6 points)**
- I manage reservations with a digital tool or spreadsheet that helps in organising all the sources, but later, I need to introduce the details manually. **(4 points)**
- I have an advanced tool that allows both manual and automatic reservations for the customers, who can find the available slots (which are available on the webpage or digital platforms). **(2 points)**
- In addition to all the above, the tool has other functionalities to reduce no-shows, such as automatic reminders (via mail or phone) or easy cancellations. It may also include more functionalities such as advance payment, specific table selections and advance ordering. **(1 point)**
- The tool not only works by itself but is also connected to other areas, such as the stock, POS or kitchen, so you can predict what will be consumed or take care of specific allergies or intolerances. **(0 points)**

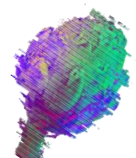
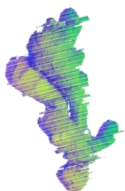


## CHALLENGE 3

- I have my inventory tracked in pen and paper. Everything is ordered manually, and the purchase information is printed on paper. **(12 points)**
- I have a spreadsheet or something similar to keep track of my inventory and stock. **(8 points)**
- On top of maintaining a spreadsheet or something similar, I digitalise my delivery notes and bills, although the data are usually introduced manually in the spreadsheet. **(4 points)**
- I have an image recognition software that helps enter the paper data from a photo or scanned document but needs validation, and the stock is still tracked manually. **(3 points)**
- In addition to all the above, the recipes and stock are digitalised but require manual input of the data to keep them updated. **(2 points)**
- The stock tracking is connected with other areas, such as the POS or kitchen, so the stock is automatically updated depending on the orders. It might also be linked with providers for automatic ordering when the products are low in stock. **(1 point)**
- The tool integrates big data capacities to detect trends and predict product consumption in certain moments for better organisation. **(0 points)**

## CHALLENGE 4

- I have no digital tools implemented for table services. Both the menu and the orders are managed with pen and paper, and the commands are sent by paper or voice to the kitchen. **(12 points)**
- We have a digital version of the menu that can be downloaded from the cloud. Orders are manually introduced in a POS, and they might be printed in the kitchen. The option of card payment is available. **(8 points)**
- In addition to all the above, the digital menu is integrated into the website and can interact with it. On the menu, dishes are listed with ingredient information, photos and allergies. **(6 points)**
- In addition to all the above, the orders are now taken from a phone or tablet and are sent directly to the POS and/or kitchen, along with all the details. **(4 points)**
- The ordering process can be initiated by the customer from their device without involving the staff in the process. They might be able to pay from their device, too. **(1 point)**
- The menu and the stock are connected and show special offers for high-stock items while updating those that are out of stock or even implementing dynamic pricing. **(0 points)**



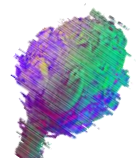
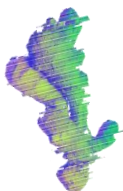


## CHALLENGE 5

- I have a low-to-zero business data registry. Information such as income, costs and expenses are noted on paper, along with legal documents and bills. Complex data analytics are not present. **(12 points)**
- Data are still registered on paper, but new inputs are present, such as the cost of dishes and table turnover. **(8 points)**
- The same data are gathered but are introduced manually through a digital tool such as a spreadsheet to calculate the data automatically and gain insights into cash flow and profits, among other details. **(4 points)**
- New sources are introduced to improve the data-gathering process, such as a POS that shows all the sales at the end of the day. All documents are digitalised. **(3 points)**
- The spreadsheet is replaced by a specialised tool, which helps gather even more details from sources such as POS, delivery and webpage while showing relevant outputs and insights for the business. **(2 points)**
- The tool not only shows business data but also makes predictions and details projected sales to provide more insights into the restaurant. A dashboard is usually presented to help with the visualisation. **(1 point)**
- The specialised tool is connected to everything in the restaurant and not only the business-related component, such as social media. The tool might make recommendations regarding prices, product demand and employee workload with all the data gathered. Advanced tools such as AI might also help in this task. **(0 points)**

## CHALLENGE 6

- Cleaning efforts are registered on paper and organised by the staff. Food traceability (i.e. cold chain, origin, expiration or open dates) is manually tracked on paper documents. **(10 points)**
- Cleaning efforts are still organised by the staff but are registered in digital formats such as spreadsheets. Food traceability is in this format, too, but requires manual inputs and human supervision. **(8 points)**
- A specific tool is introduced to help organise cleaning efforts to ensure an appropriate level of health in different areas of the restaurant. The food traceability is on a tool that automates reminders but still requires manually entered data. **(6 points)**
- The hardware or Internet of Things (IoT) is implemented to send the information directly to the cleaning and food safety software, thereby reducing human intervention. **(3 points)**
- In addition to all the above, the information gathered in the tool is connected to other areas, such as the digital menu to give discounts for close-to-expiring foods and to the POS so it updates with every order. **(1 point)**

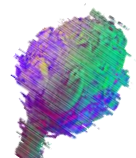
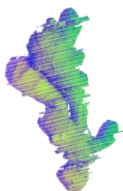


### CHALLENGE 7

- I have next to no technological infrastructure – no Wi-Fi, no computer and no digital cashier. Most of the tasks are done in pen and paper. **(12 points)**
- I have basic tools such as computers, mobiles or tablets to manage the business, as well as Wi-Fi or internet connection for internal use. Moreover, we use a simple cashier. **(8 points)**
- In addition to all the above, we accept credit cards or mobile payments and have introduced basic cybersecurity protocols and good practices. **(6 points)**
- In addition to all the above, we have a digital POS that can be accessed from different devices such as mobiles or tablets. **(4 points)**
- In addition to all the above, we have implemented hardware for other processes such as booking, table management and ordering. For example, orders are printed in the kitchen. **(1 point)**
- In addition to all the above, we have sensors or other IoT that connect to other areas of the business and provide more opportunities for automation and data gathering. **(0 points)**

### CHALLENGE 8

- The delivery or takeaway is managed by phone or on-site. The orders are given to the kitchen by the staff, and the customers do not have the option of tracking their orders. **(12 points)**
- The orders can be made using digital tools such as e-mail or social media, but they are still managed by the staff. **(8 points)**
- The orders can be made through a website, but the staff need to manage them manually. **(6 points)**
- I use a third-party tool or platform to manage my deliveries or takeaways. Thus, the orders, riders and routes are managed exclusively by the third-party tool. **(4 points)**
- I use my own delivery or takeaway software to manage the orders, riders and routes. This tool might be embedded into my website and be fully automated without requiring human supervision. **(1 point)**
- The delivery and takeaway software now gathers data and uses advanced tools such as AI to optimise routes and predict demand or traffic **(0 points)**



## CHALLENGE 9

- Timetables, shifts and other employee management tasks are managed using paper-based systems, with printed labour administration and presential training. **(10 points)**
- I use spreadsheets or similar tools for managing employee timetables and shifts. I also use on-site training with some digital documents for support. **(7 points)**
- Employee documentation is digitalised. Further, the training combines on-site and digital sessions. **(6 points)**
- I have a digital HR tool that helps us in hiring, training and onboarding, as well as in making payments and designing shifts. This tool also allows us to automate some processes, such as the creation of timetables. The training might involve some kind of gamification. **(3 points)**
- In addition to all the above, the tool helps with talent management and enhancing employee performance. **(1 point)**
- The HR tool is connected with other areas, such as booking or business data, to improve shift generation or workload predictions. **(0 points)**

## CHALLENGE 10

- We do not have any system or strategy to reduce food waste, track inventory or manage portion control. **(10 points)**
- We donate a surplus of food or close-to-expiring products to food banks or local charities, but we do not register quantity. **(6 points)**
- We track discarded food or waste in a spreadsheet or something similar so that we can try to improve in specific areas. **(4 points)**
- We have tools that help us repurpose food waste into new dishes, compost or animal feed, as well as partner with third parties to sell food that is going to be wasted. **(2 points)**
- In addition to all the above, we have specific tools for food waste measurement, such as IA, ML or image recognition, that improve the precision of the metrics and give insights into how to optimise dishes and reduce food waste. **(0 points)**

