



Business Intelligence



Collaboration Portals



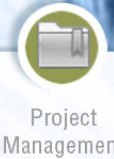
Application Development



Business Strategy



Executive Dashboards



Project Management Offices

# Arby's

## Solution Overview

### Microsoft Gold Certified Partner

Blackstone & Cullen, Inc.

### Scenario

Application Development

### Industry

Food Services

### Organization Profile

Triarc acquired RTM Restaurant Group, Arby's largest franchisee, and formed Arby's Restaurant Group, Inc., an Atlanta-based company comprised of more than 3,500 restaurants.

### Situation

Arby's needed to re-vamp their customer feedback system to meet the expanded business needs of the new organization.

### Business Solution

Blackstone & Cullen, Inc. (BAC) evaluated potential solutions. BAC worked with Arby's to provide significant new functionality to provide more timely and accurate customer feedback.

### Benefits

Improved accuracy and timeliness of customer response with significant improvement in satisfaction.

## For more information

### About Blackstone & Cullen

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Since 1989, Blackstone & Cullen, Inc. has leveraged information technology to provide business solutions. Principal services include enterprise application integration, data warehousing, and program office implementation.

### Technology Deployed

SQL Server 2005  
Visual Studio 2005



Business Process and Integration  
Data Management Solutions  
Information Worker Solutions  
Custom Development Solutions

*Since 1989, Blackstone & Cullen, Inc. has leveraged information technology to provide superior business solutions. Principal services include enterprise application integration, data warehousing, program office implementation, and custom application development.*

## Business Issue

An Arby's task force identified objectives for the enhancement of the online guest feedback system. The current online guest feedback system has enabled Arby's to:

- Capture guest feedback via the Internet
- Facilitate routing to appropriate parties
- Store activity information in a relational data store
- Report on key business indicators/metrics

Arby's corporate stores and franchisees and related business management need enhancements to the system in order to meet their current business goals and objectives.

## Solution

The goal was to route the Guest Feedback system incidents to the correct personnel on the first try while capturing the information needed from the customer. Customers and Arby's users needed to be satisfied with the Guest Feedback system performing to specifications.

## Benefits

- Improved insight into Arby's customers' experience which will allow Arby's to better meet their customer's needs and drive revenue
- Increased accuracy in routing of incidents will increase productivity of Arby's personnel handling the incidents
- Questions on end-user web pages were context sensitive allowing a better user experience and the collection of higher quality information

