LOYAL HOSPITALITY

EXPANDING CLOUD KITCHEN BUSINESS SEES A 30 PER CENT INCREASE IN PRODUCTIVITY AND OPERATIONAL EFFICIENCY

Loyal Hospitality Pvt. Ltd was founded in 2018 and opened its first few cloud kitchens in Bangalore under the name Kitchens@. The company recently acquired the Access Kitchen business of Indian on-demand convenience platform, Swiggy, and now has a network of circa 700 kitchens across 45 locations in six major cities throughout India: Bangalore, Delhi, Chennai, Hyderabad, Noida and Gurgaon.

Loyal Hospitality provides solutions for many Indian restaurants, as well as for food chains including Domino's, Subway, Taco Bell, ChicKing, Mainland China, Barbeque Nation and Nando's. Customers order online, on food delivery apps, such as Swiggy and Zomato, or directly from the virtual restaurant. The food is prepared in the cloud kitchens from where it is collected by drivers and delivered to customers. The model allows virtual restaurants to operate from delivery-optimised kitchens, without the overheads of a dining room or front-of-house staff.

Customer
Loyal Hospitality Pvt. Ltd

Industry
Food & beverage

Solutions
- WAVE PTX
- TLK 100 WAVE PTX portable radios

MOTOROLA *SOLUTIONS*

Loyal Hospitality not only designs and builds these kitchens but it also takes care of the strict food and hygiene regulatory requirements in place when opening a kitchen and facilitates a range of ongoing value-added services that includes infrastructure, equipment, technical and operational support. The company has played a pivotal role in shaping the landscape of the cloud kitchen market, being the largest internet-first kitchen aggregator in India and emerging as a key player in the food and supply aggregator sector.

Challenge

Loyal Hospitality had been using Bangalore's Public Mobile Radio Trunking Service (PMRTS) for radio communications. However, this service only supported communications in and around Bangalore; and, following its acquisition of Swiggy, Loyal Hospitality needed flexible, easy-to-deploy and easy-to-manage pan-India Push-to-Talk (PTT) communications, so it could communicate seamlessly with its locations across all six cities. This was especially important when managing new launches, such as the six new locations it has recently opened in Chennai and the five in Hyderabad.

Having discussed its requirements and concerns over issues such as limited manpower to manage a complex radio system and issues obtaining radio frequencies, its partner since inception, Arya Omnitalk Wireless Solutions Pvt. Ltd, recommended a WAVE PTX system.

As Paresh Shetty, CEO, Arya Omnitalk, comments: "We have always been proactive in responding to our customer needs with the latest cutting-edge technology. We could instantly see that WAVE PTX would be the perfect solution for Loyal Hospitality."

Solution

Following a successful trial, Loyal Hospitality is progressively rolling out WAVE PTX to its teams across India. Prior to dispatch, Arya Omnitalk inserts LTE-enabled SIM cards and assigns each TLK 100 WAVE PTX portable radio to a predefined user so, when they call, other users can see their ID; devices can also be assigned or renamed remotely. Loyal Hospitality is equipping each location with TLK 100s (managers usually have two devices per hub), as well as the project management team (who are responsible for setting up the kitchens), maintenance, hygiene and operations teams. The central control room is also using WAVE PTX to convey messages, usually in response to footage they are seeing on the company's CCTV system or to expedite order flow.

The system is being used continuously between 6am each day and 3am the following day, currently exclusively for group voice communications for business-wide visibility. However, Loyal Hospitality may set up relevant talk groups and individual calling functionality in the future. Instances when WAVE PTX is used could include a hub reporting a gas leak or faulty oven to the maintenance team, the project management team checking the status of equipment deliveries or the central office reporting a hygiene issue (such as a chef not wearing their hat, or a spillage) or chasing up order acceptance. (The kitchens only have 30 seconds from order receipt to acceptance, as Loyal Hospitality aims to ensure the fastest possible delivery to the end customer.)

> " WAVE PTX delivers reliable, nationwide push-to-talk radio communications; being able to speak with all our locations at the push of a button has helped us to streamline our business and boost efficiency. We have seen a significant rise in productivity too – an increase we can directly attribute to having these open, pan-India communications. The system has been so quick and easy to deploy and the fact the devices can be remotely updated and managed is also a real plus and saves us a huge amount of time and cost. We are delighted Arya Omnitalk recommended WAVE PTX; from the initial demonstration, it was clear that this system could offer the ease of wide-area coordination we need, as we continue to expand our operations."
>
> **– Ceethirakath Mustafa, Operations Director, Loyal Hospitality Pvt. Ltd**

To ensure optimal uptime and device availability, Arya Omnitalk offers 24/7 support; and, as Loyal Hospitality's WAVE PTX system is hosted on the Microsoft Azure cloud platform, with a predictable, low-cost per user subscription fee and no capital expense or long-term commitments, it is saving both time and cost for the company.
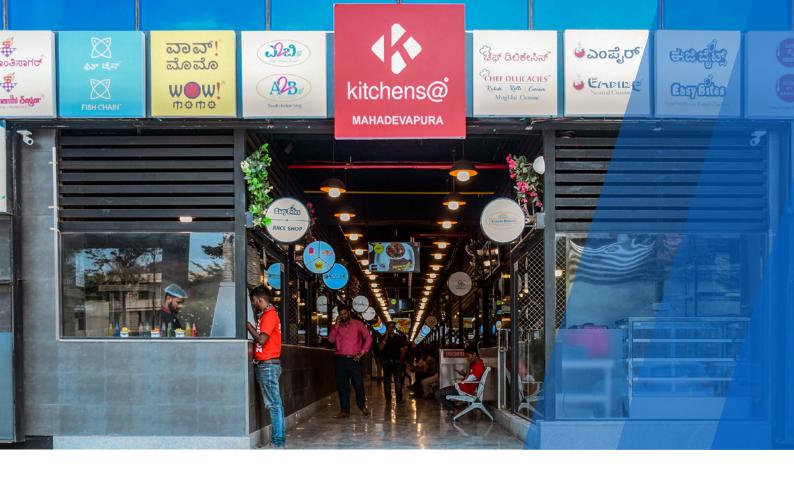
Benefit

The reliable, pan-India PTT communications mean Loyal Hospitality can quickly and effectively coordinate its operations across India, so teams have real-time information at their fingertips. This is helping Loyal Hospitality to meet hygiene regulations, complete projects efficiently, organise on-time deliveries, quickly resolve any issues or incidents and ensure fast order acceptance. The improved operational efficiency, safety and security, combined with the 30 per cent increase in worker productivity, is enabling Loyal Hospitality to deliver an improved customer service to the restaurants and restaurant chains using its kitchens. This, in turn, is assisting company growth and driving a strong ROI.

> " We are building a really coordinated, connected nationwide working model. This means we can confidently approach an increasing number of brands to offer successful cloud kitchen solutions, thus helping them to reduce costs too, all whilst maintaining best possible service levels. This is a long-term, future-proof investment for us which can grow and develop in line with our nationwide expansion. These are exciting times for our business.
>
> **– Ceethirakath Mustafa, Operations Director, Loyal Hospitality Pvt. Ltd**

Users find the TLK 100s to be robust, reliable and easy to use, especially as they can charge them with their standard USB chargers; and the system is delivering everything Loyal Hospitality requires at this stage. However, Loyal Hospitality is also aware of the functionality the system can offer with regards to multimedia messaging, safety features and voice recording, as well as the possibility of deploying WAVE PTX across a range of its existing iOS and Android devices and integrating with other systems in the future.

To learn more, visit: **www.motorolasolutions.com**