

CASE STUDY

Optimizing Retail Operations Through Standardization

To modernize, standardize, and optimize TouchPoint's technology and operations to improve efficiency and reduce costs, the company implemented Transltr, a unique application designed by Compass Digital. However, this wasn't a case of simply installing an off-the-shelf solution to address the organization's needs; TouchPoint underwent an unprecedented organization-wide overhaul of how it operates its retail locations.

With Transltr, TouchPoint has seen significant improvements in profitability, sales growth, and average check size, including:

9-point improvement

in profitability of retail units year-over-year (YOY)

20% YOY

markets increase in sales

9.1% increase

in overall check averages

8.6% YOY

growth in sales since the conversion



Driving Sales with Standardization and Innovation

TouchPoint unlocked the power of Transltr by first upgrading POS systems, streamlining menus, and standardizing hours to ensure consistency across sites. Cross-functional teams – from analytics to culinary – worked together to deliver a scalable, guest-friendly experience.

New ordering pathways and standardized retail naming empowered associates and encouraged kiosk and mobile ordering, increasing upselling opportunities and revenue.

The launch of 30 new Chef Inspired and Central Kitchen retail concepts marked a major milestone. As part of TouchPoint's Retail Reimagined strategy, these menus offer customizable, trend-forward meals that drive satisfaction and sales in healthcare environments.

The result? A modernized retail experience that boosts customer satisfaction – *and sales*.



It's not just a technology upgrade; it's a game changer for our operations, providing a consistent framework for our cashiers while providing consumer insights that drive menu designs, dynamic pricing, and an elevated consumer experience.

Robert Tindell, CEO,
TouchPoint Support Services



Fueling Growth Through Smarter Data

TouchPoint used Transltr to convert raw POS data into real-time insights that drive smarter decisions and higher sales. Enhanced data quality and custom analytics tools created a scalable, data-driven foundation across all locations.

Leaders now track key metrics, including attachment rates, menu performance, and customer preferences, enabling dynamic pricing, demand forecasting, and faster program adjustments.

Through integration with MenuWorks, Transltr also delivers item-level food cost analysis and contribution margin insights, helping teams optimize menus for profitability, align with market trends, and elevate the retail experience.

Standardization at Scale, Simplified Operations

TouchPoint rolled out Transltr across all retail locations in just nine months – evaluating sites, launching new concepts, redesigning POS systems, and training associates with precision. A 15-member corporate team and 140+ on-site leaders drove the implementation, ensuring hands-on support and a seamless transition to standardized, scalable retail.

The result? Intuitive, training-free POS systems, reduced labor costs, and mobile-enabled ordering that boosts accuracy, customization, and customer satisfaction.

TouchPoint's rapid, system-wide retail upgrade redefines what's possible in healthcare foodservice innovation.

Smarter Tech, Faster Execution, Stronger Results

By centralizing product management and pricing, Transltr eliminates the need for manual updates at the unit level. This allows retail teams to roll out new concepts and dynamic pricing in real time – keeping TouchPoint agile in a rapidly evolving landscape.

Frontline teams unanimously agree: Transltr saves time and drives measurable value. With streamlined tools and intuitive interfaces, associates can operate systems with zero training, cutting onboarding time and labor costs while improving service quality.

Now deployed enterprise-wide as the national retail standard, Transltr empowers consistent execution, ensures data accuracy, and fuels continuous innovation. A smarter, scalable retail model, Transltr drives customer satisfaction, operational efficiency, and long-term profitability.



Transltr didn't just streamline our operations; it elevated our data quality, enabling deeper insights into consumer behavior and menu performance. It's the backbone of our data-driven decision-making.

Max Mosky, Senior Vice President, Strategy,
Operations & Analytics
TouchPoint Support Services



Ready to Transform Your Retail Experience?

Discover how TouchPoint's enterprise-wide retail solution can streamline operations, reduce training costs, and drive revenue. Let's talk about bringing retail excellence to your facility.

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