

DATA INTEGRATION



Grill'd boosts customer experience with smooth data integration using Qlik Talend® Data Integration



About Grill'd

Grill'd, a fast-growing Australian restaurant chain with over 170 outlets and 4,000 staff, needed to enhance operational efficiency while maintaining high customer service standards. However, its aging legacy system struggled to handle massive data volumes from its operational systems. Migrating to the cloud helped, but Grill'd still needed a flexible tool to extract data from diverse data sources to create and orchestrate end-to-end data pipelines.

Enter Qlik Talend Data Integration—a scalable, low-code solution that streamlines data ingestion, extraction, and orchestration. Grill'd improved reporting speeds, expanded data capacity, and improved rostering, thereby boosting staff efficiency. Now, Grill'd can process up to 200 million records weekly, optimize staffing, and swiftly respond to operational challenges, all while delivering an exceptional dining experience.

“Qlik Talend’s ability to swiftly refresh and render roster data while orchestrating everything on a 30-minute interval allowed managers to transform our scheduling needs to meet rostering principles.”

Shubankar Thatte, Data Engineering and Business Intelligence Manager and Tech Lead, Grill'd



Customer Name

Grill'd

Industry

Hospitality

Geography

Victoria, Australia

Function

IT

Challenges

- Poor performance process of data from multiple sources of information
- Limited operational visibility of sales trends and customer feedback
- Limited ability to benchmark, monitor trends, or identify systemic behavior and issues

Solution

Grill'd engaged Qlik to enable quick, reliable, and simple data integration and orchestration to optimize the customer experience.

Results

- Clean and accurate data enables uninterrupted processes
- High-value data is available for efficient resource allocation
- Timely decision making due to frequent data refreshes



Overcoming legacy limitations with seamless operations

A restaurant's success hinges on delivering a high-quality customer experience while maintaining operational efficiency and productivity. Grill'd, committed to serving healthy burgers, operates over 170 locations across Australia as well as in Bali, bringing a fresh approach to the fast-food landscape since opening its first restaurant in 2004.

The Australian brand, with a team of over 4,000 staff—including 200 office personnel—strives for seamless operations and exceptional service. However, to maintain its high standards for dine-in and takeaway patrons, Grill'd needed to improve its operational efficiency.

The sheer volume of data on Grill'd's platform was overwhelming, but its aging legacy system was no longer scalable and nearing the end of its lifecycle.

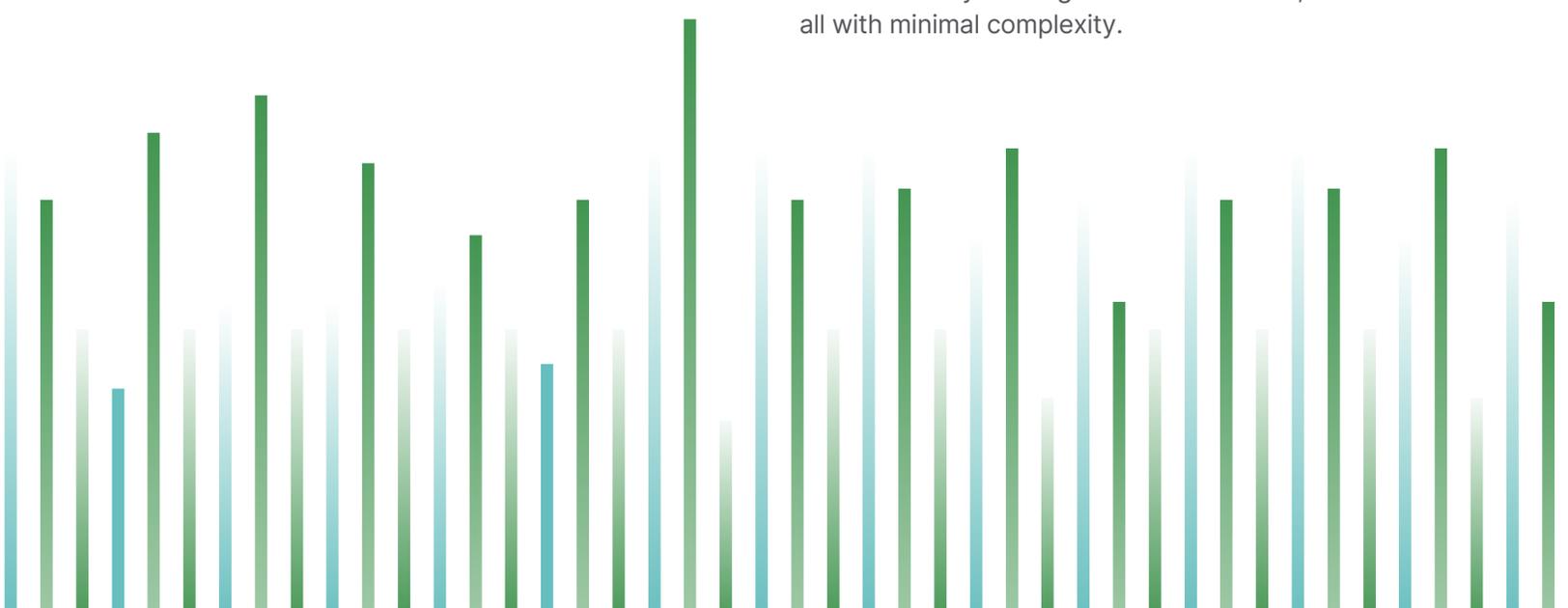
"We were having regular service outages with the platform, and it just couldn't keep up with the growing needs of the company," says Shubankar Thatte, Grill'd's Data Engineering and Business Intelligence Manager and Tech Lead.

Beyond being slow and time-consuming, the legacy system was also limited in supporting diverse data sources. Grill'd needed to deal with information from point-of-sale systems right up to rostering data, timesheets, and customer service feedback.

Even after a secure cloud migration and moving away from costly legacy contracts, Grill'd needed a seamless orchestration system that enabled multiple integrators and developers to collaborate efficiently while handling frequent IT requests.

Data extraction and orchestration on one platform

Enter Qlik Talend Data Integration—a solution that helps Grill'd extract data from multiple sources while simultaneously running data orchestration, all with minimal complexity.





The team was after a solution that wasn't code-heavy and time consuming, and staff didn't want to learn new programming languages just to build pipelines. "I wanted something visual enough to simply drag and drop components," says Thatte.

Qlik Talend Data Integration offered the right fit. Its flexibility and agility enable teams to customize processes and extract data smoothly—an essential consideration for a company handling 100 to 200 million records weekly without performance degradation.

Beyond sales data, Qlik Talend handles supply chain and financial information, property records, and even unstructured data such as images, processes that legacy systems couldn't cope with. It works in tandem with Fivetran, and is used to cover the gaps that the latter doesn't support. Previously, Grill'd could only input four or five datasets, but now the capacity has been raised to 25.

"With Qlik Talend, we can do anything that we want," Thatte says. "We can extract any data source that you ask."

For example, Qlik Talend allows Grill'd to leverage data from its Mystery Shopper evaluation system. Third-party photos and information in various unstructured and semi-structured formats, such as CSV files, are integrated and then seamlessly fed into Snowflake. This process enables quick assessment of store performance, resulting in meaningful insights for managers to benchmark service quality and identify areas where the customer experience can be improved.

Optimizing operations and customer experience with Qlik Talend Data Integration

Creating end-to-end data pipelines and monitoring them via a single platform has provided Grill'd with clean, accurate data, eliminating the guesswork of the past. "I've got data ingestion, followed by data transformation, and then data visualization. The fact that we can do this in one pipeline allows us to implement initiatives like Red Light, Green Light," says Thatte. This visual signal system allows teams to quickly determine whether key processes have been completed—ensuring efficient resource allocation.

Qlik Talend goes beyond data extraction and ingestion—its orchestration enables the creation of a pipeline that can run on 30-minute schedules. This helps enhance rostering efficiency. Managers can accurately allocate staffing needs based on burger demand forecasts at each outlet, ensuring top-quality service during peak lunch and dinner hours. Staff scheduling is now driven by swift automated data extraction and refreshes, plus rendering every 30 minutes, replacing the older, inefficient manual spreadsheet system.

"You need to have the right people at the chips stations, the right people at dressing stations, and at the bun stations," Thatte notes. "Those rapid refreshes have significantly impacted restaurant productivity."

Smooth orchestration allows Grill'd to run Restaurant Review, an evaluation process for operational aspects such as maintaining cleanliness and food safety standards.

This visibility allows Grill'd to swiftly address operational inefficiencies. Thatte says the results have been astounding. Through Snowflake, queries that once took up to seven hours can now be completed in minutes.

The ability to ingest and process vast amounts of data has empowered Grill'd to make swift, confident decisions. Qlik Talend's visibility and efficiency have been game changers, driving both operational excellence and superior customer experiences.

Get more value from your data with Qlik Talend

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About Qlik

Qlik transforms complex data landscapes into actionable insights, driving strategic business outcomes. Serving over 40,000 global customers, our portfolio leverages advanced, enterprise-grade AI/ML and pervasive data quality. We excel in data integration and governance, offering comprehensive solutions that work with diverse data sources. Intuitive and real-time analytics from Qlik uncover hidden patterns, empowering teams to address complex challenges and seize new opportunities. Our AI/ML tools, both practical and scalable, lead to better decisions, faster. As strategic partners, our platform-agnostic technology and expertise make our customers more competitive.

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