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ANALYTICS

touchpoint
SUPPORT SERVICES

Billion-dollar organization delivers quality service
and consistency at scale with Qlik Answers™

About TouchPoint Support Services

TouchPoint Support Services, established in 2011, is part of Compass Group, a global leader in food service and support services. TouchPoint specializes in providing combined non-clinical healthcare food and environmental services, delivering comprehensive hospitality solutions to acute care hospitals and senior living communities across the USA.

The company added Qlik Answers to its Qlik environment, replacing manual processes and paper-based documentation with a tool to provide AI-driven responses to operational queries. Its TouchPoint GPT solution delivers responses to queries in hundreds of healthcare locations, enabling staff to focus on high-quality service delivery.

"The beauty of Qlik Answers is that all our documentation is available and easily searchable. Instead of losing time hunting for facts or specific data points, teams are driving outcomes for our business."

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

Customer Name
TouchPoint Support Services

Industry
Retail and Services

Geography
USA, Americas

Function
IT, Operations

Challenges
- Save time and improve consistency of critical processes
- Reduce reliance on paper-based documentation
- Enable staff and managers to focus on effective service

Solution
TouchPoint decided to use Qlik as a one-stop shop, using Qlik Answers to enhance its Qlik Cloud Analytics™ environment with AI-driven capabilities.

Results
- Users receive quick, accurate answers to queries
- 9,000 documents acquired and searchable
- 1,500+ conversations reached in just one month

High standards, high regulation

As part of Compass Group, which provides food service to organizations worldwide – including 99 of the Fortune 100 – TouchPoint understands the value of quality and consistency, and the importance of delivering both at scale.

Achieving this involves establishing and delivering best practice across hundreds of locations. And for a business that specializes in both hospitality and the healthcare sector, this is a doubly challenging requirement.

"The healthcare environment is highly regulated. Standards of cleanliness are obviously much higher in a hospital than anywhere else," says Max Mosky, Senior Vice President of Strategy, Operations, and Analytics at TouchPoint Support Services. "We're audited by more government and non-government organizations than you can imagine. Every year we have Centers for Medicare and Medicaid Services (CMS) coming in. We have Joint Commissions, food safety auditors, and our own auditors walking into our locations."

Ensuring consistency of service and regulatory compliance involves policies, procedure manuals, and a range of how-to guides at each of TouchPoint's 650 locations and 15,000 personnel. The manuals come in a range of formats – both digital and physical.

"All our directors and managers have stacks of binders," Mosky explains. "We spend over $100,000 a year just shipping them out to new units so they have everything on paper."

It's a huge mass of information that is too much to memorize but needs to be readily available and quickly accessible as required.

It was also a significant drain on time, with frustrated staff searching – often unsuccessfully – for answers to questions instead of focusing on the best use of their skillsets.

"Relying on encyclopedic levels of knowledge by our teams is just not effective," Mosky adds. "And the quickest thing anyone gets from flipping through thousands of pages is a paper cut. We wanted to build out efficiency at scale so they don't have to do that."

The right solution for the right use case

Mosky saw a clear use case for an AI-based solution – specifically a chatbot that would allow users to search for and access the information they needed using everyday language. TouchPoint's internal group was given a six-month timeline to develop a solution; Mosky, however, had a better plan.

"We've been utilizing the Qlik environment in all 10 years I've been with Compass Group. We started implementing Qlik Cloud Analytics in 2021, and we now have 93 products on that platform," he says. "They cover everything from quality assurance to procurement and financial functions. That led us to Qlik Answers."

The pieces quickly fell into place. Staying within the Qlik family of products meant that end users didn't have to switch to unfamiliar platforms, and TouchPoint's use case was perfect for Qlik Answers. "It made sense to use Qlik as a one-stop shop," Mosky notes.

Mosky recalls a meeting in which a colleague, as an experiment, decided to see how quickly he could develop a new chatbot in Qlik Answers.
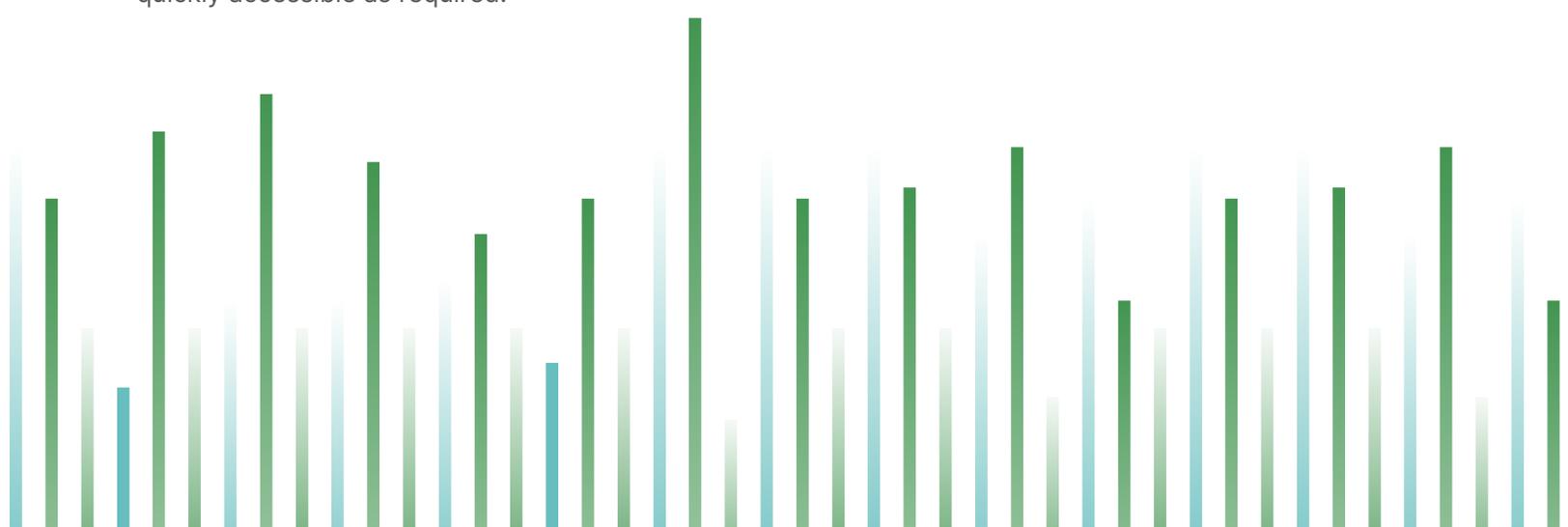
"It took him two minutes," he recalls. "We already had the files ready, so it was just a question of connecting to those and building the chatbot from there. I almost didn't believe it could be so easy."

It was also a significant step up from the six months allocated to the internal solution. And while there were still tasks to complete, such as writing the training documentation and establishing access rights and levels, the opportunity was obvious.

"We were looking at a significant expansion of our Qlik usage," Mosky notes. "So, we had to spend time figuring out who needed what information. Access to a revenue dashboard, for example, will be more restricted than a tool that answers questions about policy and procedures. But we knew we'd found the solution we needed."

Driving outcomes for the business

TouchPoint branded the new solution TouchPoint GPT, which went live in February 2025. The outcomes are already materializing rapidly and the way ahead is promising.

"TouchPoint GPT means you don't have to look through 9,000 different documents to find a comprehensive answer to whatever you're dealing with in that moment," says Mosky. "The beauty of Qlik Answers is that all our documentation is available and easily searchable. Instead of losing time hunting for facts or specific data points, teams are driving outcomes for our business."

The documentation covers an extensive range of subject areas, from compliance and regulation to TouchPoint's definitive recipe for mac and cheese.

"It's tough to know how to maintain floorcare equipment when you've got 20 different types of auto scrubber within your organization," Mosky adds. "With Qlik Answers we've got that information there and we can call it up quickly."

Each time saving may amount to just a few minutes but repeat that saving a few times a day over several days, and over multiple people and teams, and the advantages quickly stack up.

"Those minutes are also better spent," Mosky notes. "We want people to operate at the top of their skill sets, and that isn't searching through files or trying to figure out the best person to answer any given question. With Qlik Answers we don't have that anymore. You can ask any question you want and get an instant answer that works."

It's still too early for measurable outcomes, but uptake and feedback are already highly positive, and Qlik Answers has already become TouchPoint's most-used Qlik product.

"TouchPoint GPT had over 1,500 conversations in the first 30 days," Mosky says. "That's thousands of questions that previously would have been handled by a human, or worse, simply not handled at all so the job didn't get done."

The next steps include building the solution out further, expanding the subject areas covered and, correspondingly, increasing user adoption – including enhancing its mobile functionality.

"We're close to a billion-dollar organization today and we're aiming to double in size. That's a lot of new business," Mosky says. "Qlik Answers is set to help us deliver that consistency at scale, and we can't wait to see how it will work on our analytics apps and unstructured docs. It's set to be a real game-changer."

Transform decision making with Qlik Answers

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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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