

Servo

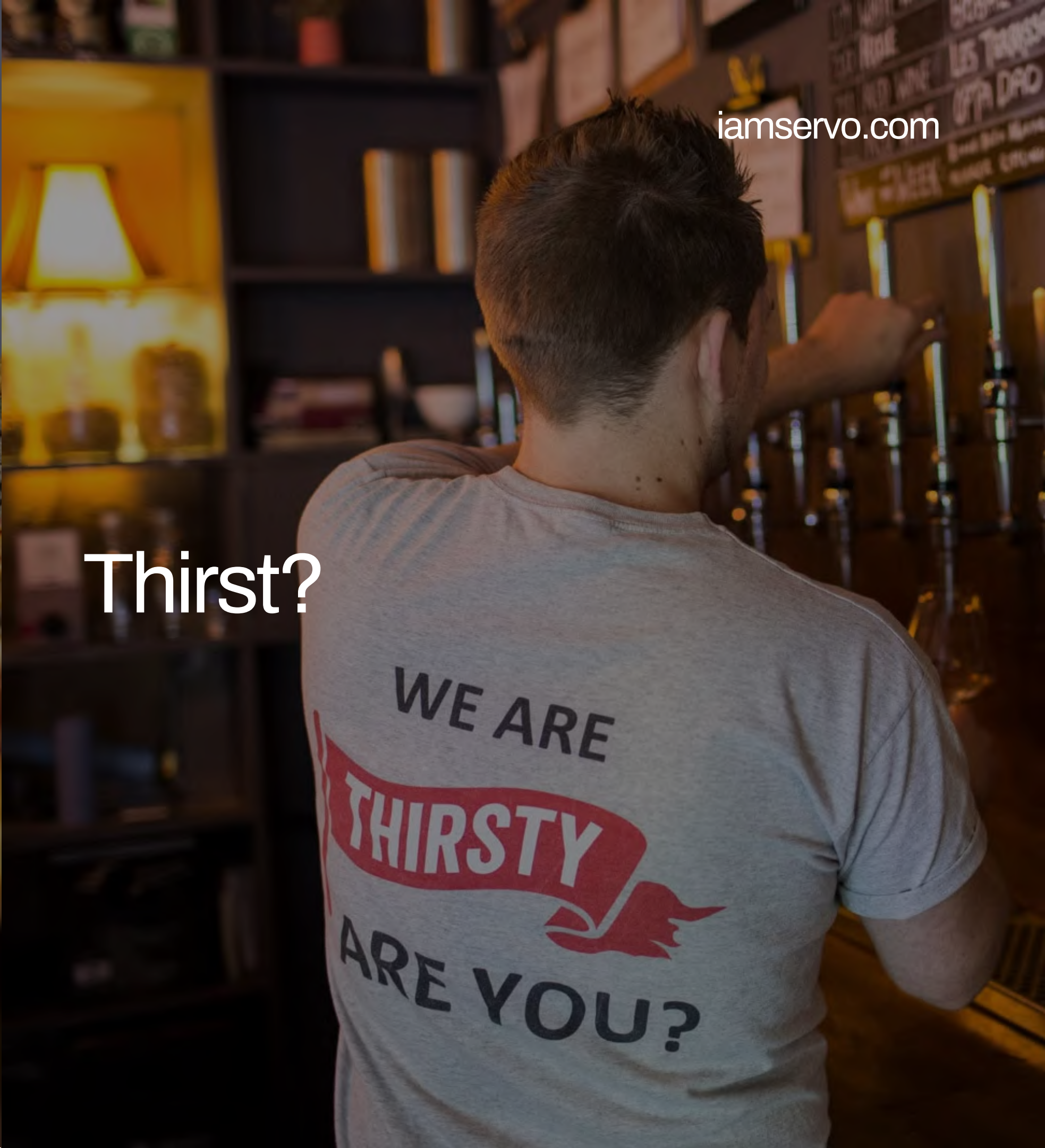
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The secret to seamless service

Why do people go out to eat & drink?



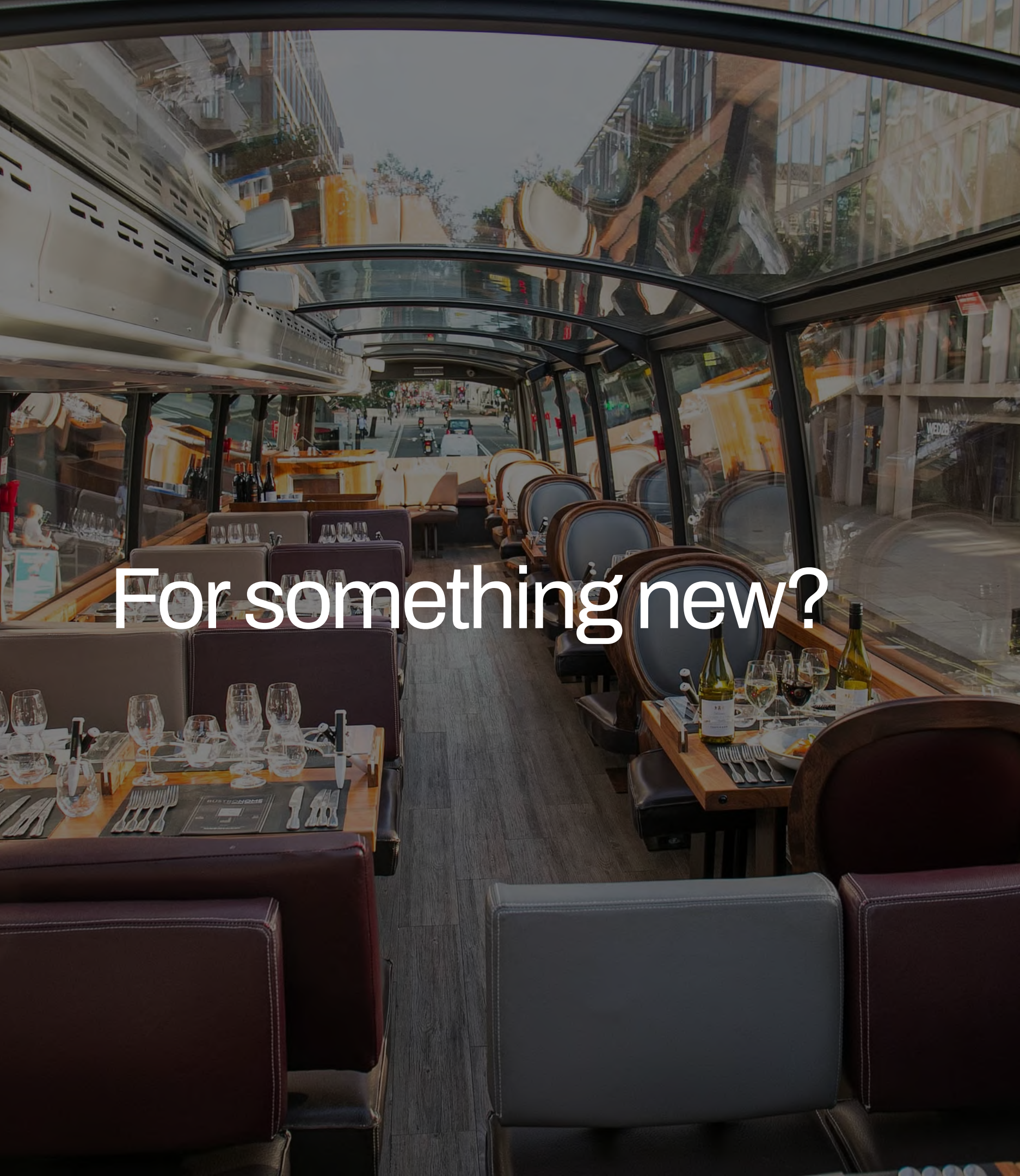
Hunger?



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Thirst?

WE ARE  
**THIRSTY**  
ARE YOU?



For something new?



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For something better?

To open up  
To reconcile  
To celebrate  
To grieve  
To listen  
To support  
To embrace  
To advise  
To escape  
To laugh



It's about the experience

It's about people



It's about service





# What makes service great?



Efficiency

Professionalism

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Consistency

Warmth

Friendliness

Attentiveness

Speed

Knowledge

Care

Passion

# Attentiveness

"Good service means never  
having to ask for anything"

— Danny Meyer

New place + other people = stress





When service runs like clockwork

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People relax and socialise



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# Tech has eaten hospitality



But what about service?





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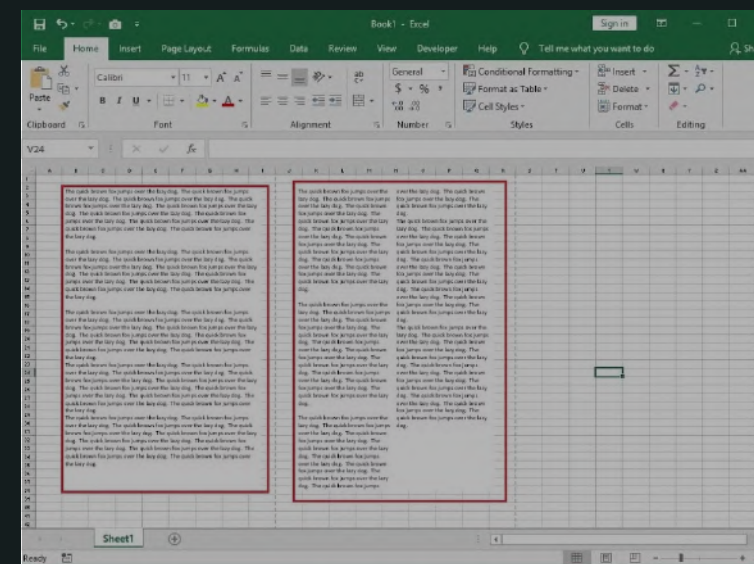


Mystery diners

Guest reviews

End of shift reports

Guest surveys



# Useful, but...

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Mystery  
diners

Guest  
reviews

End of shift  
reports

Guest  
surveys

## Occasional, anecdotal

If you don't trust it, you won't act on it

“If you can't measure it,  
you can't improve it”

— Peter Drucker



If you want to run a 6 minute mile,  
you start by measuring your pace

You don't measure it occasionally,  
you measure every run

You don't just measure the run,  
you break down the lap times

You certainly don't ask a passer  
by if you 'looked quick' that day





Hello Servo





We convert your service standards  
into a program we can monitor  
through your existing CCTV



# Revealing hidden pain points in the operation and across the guest journey



inputs, not outputs

And we create action plans per venue to systematically and consistently improve service





GDPR compliant, objective data

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For you to make decisions with

# BREWDOG

Per site or  
across the estate

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Per daypart  
or across the day







Bars

QSR

Casual Dining

Full Service



# Use case 1

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Check back times

Servo measures how long it takes to touch  
the table after delivering dishes & drinks

# CHECK BACK

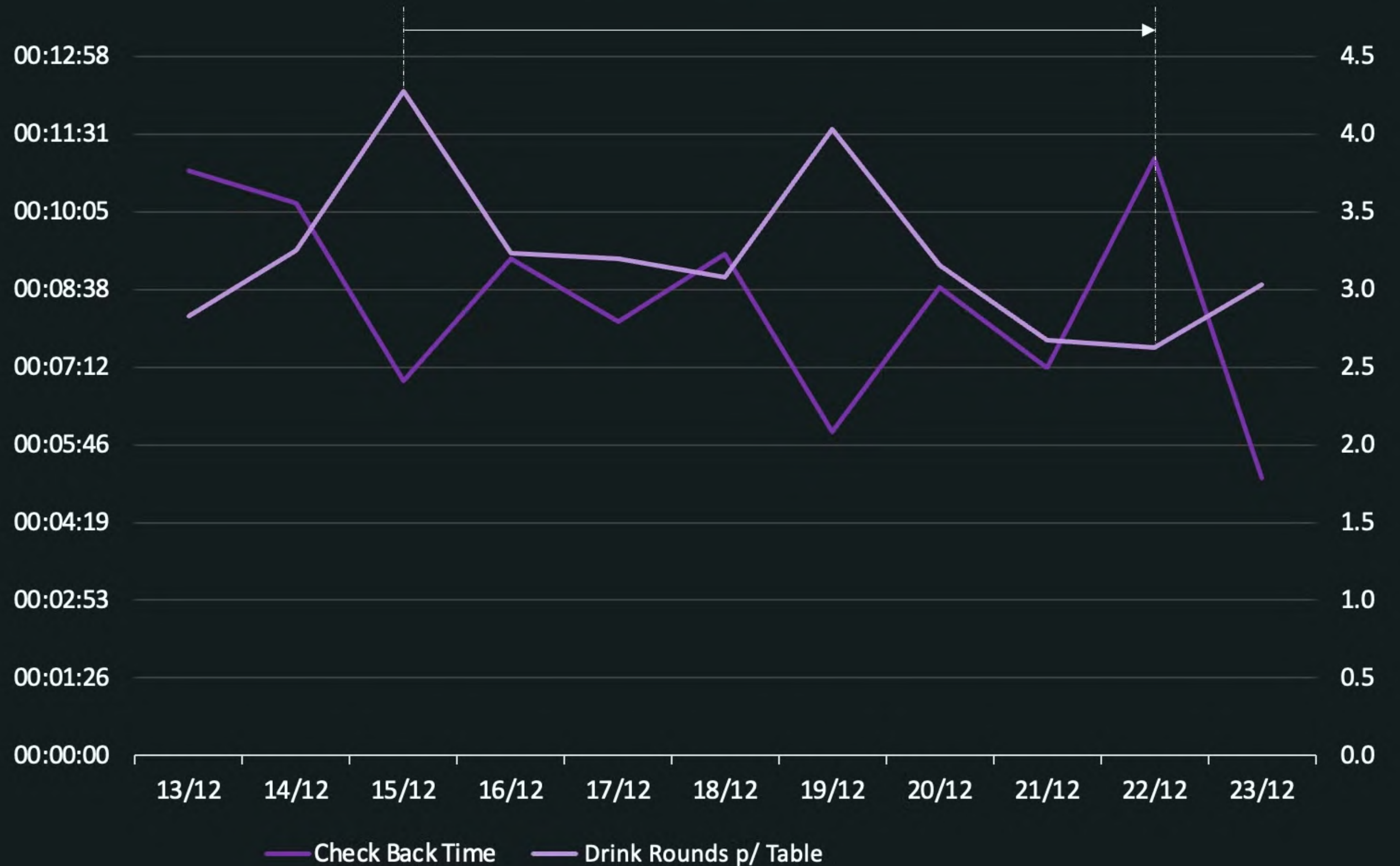


VS.



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1.7 rounds difference



Less food, less drinks, less revenue



# Use case 2

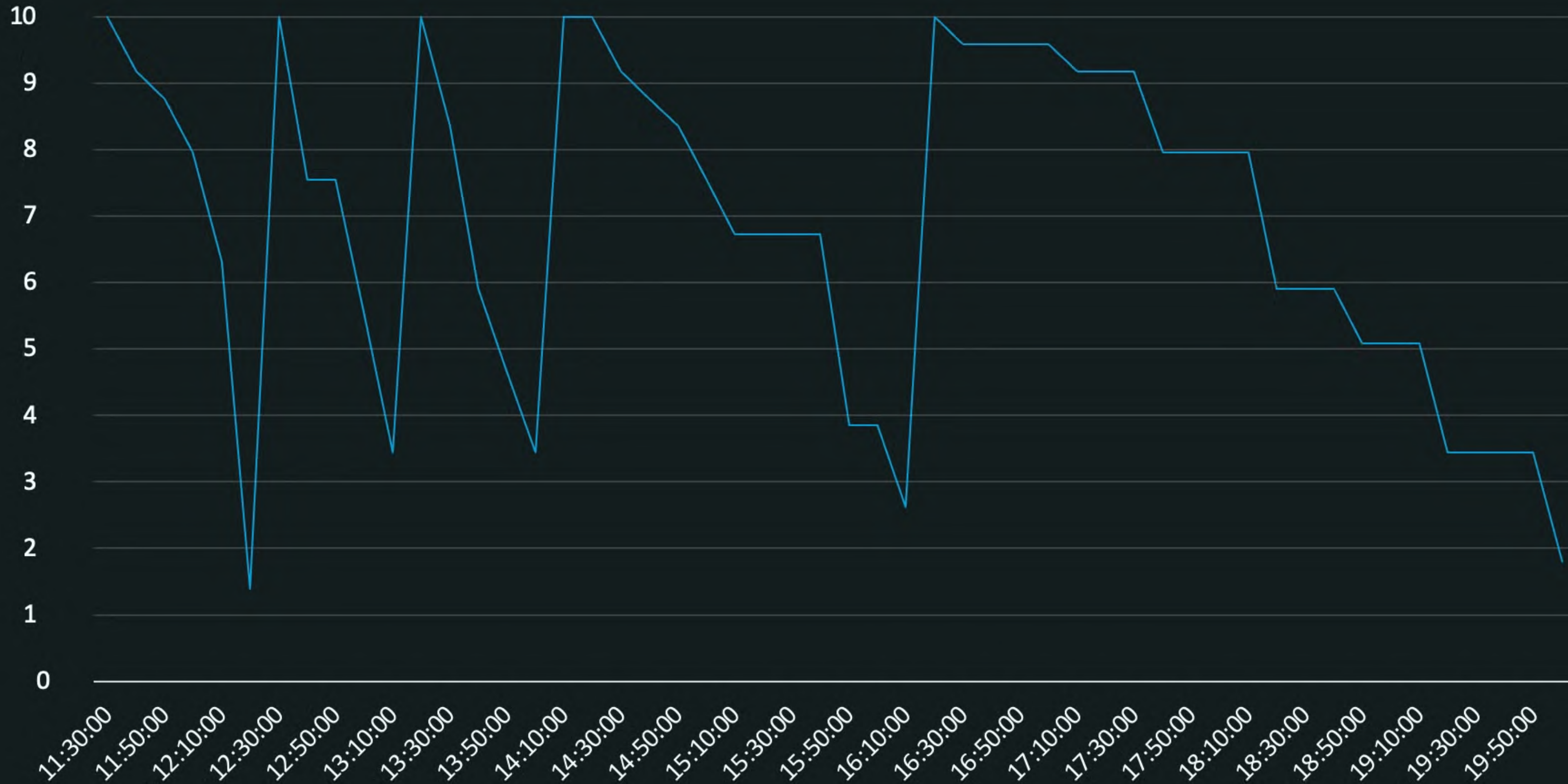
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# Inventory tracker

Servo measures how many of each item is on display throughout service

# INVENTORY TRACKER

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**112 units**



Under-stocking results in less orders

Over-stocking results in poorer  
food & drink quality and more waste



# Use case 3

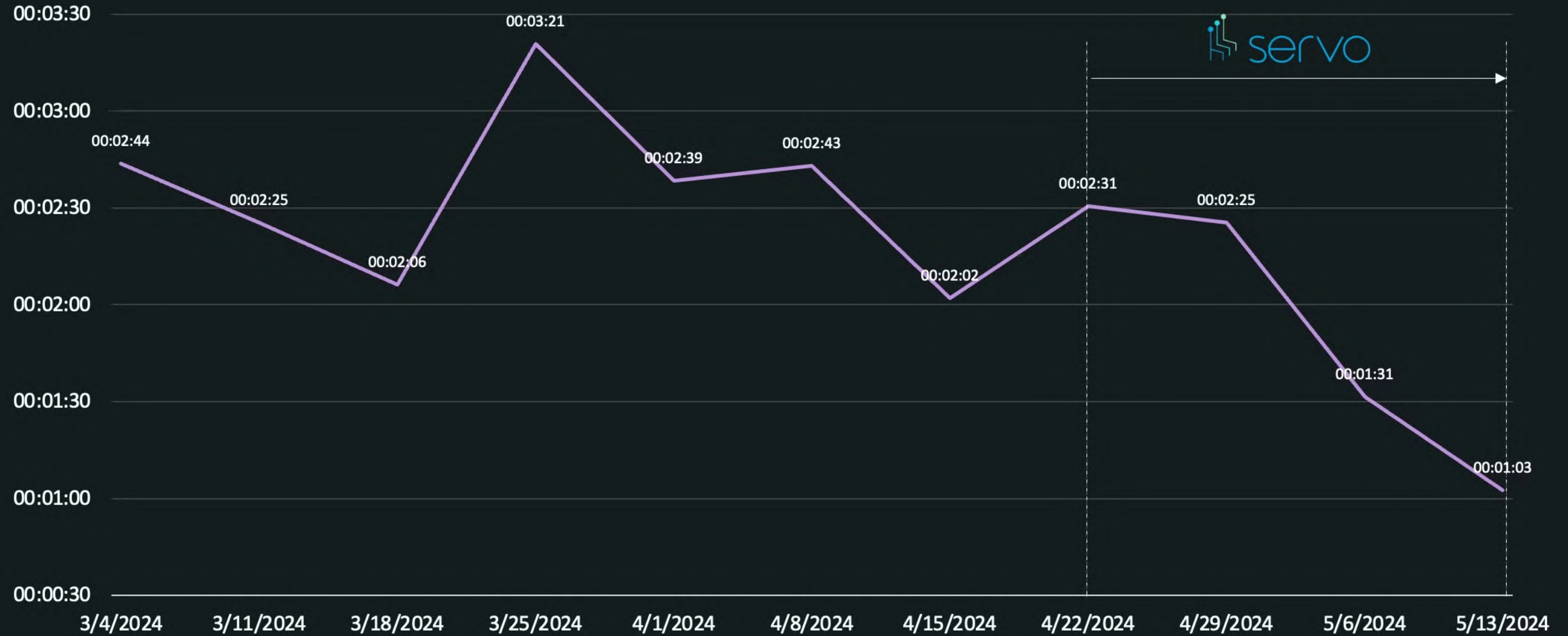
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# Pass timings

Servo measures how long a dish  
or drink remains on the pass or bar

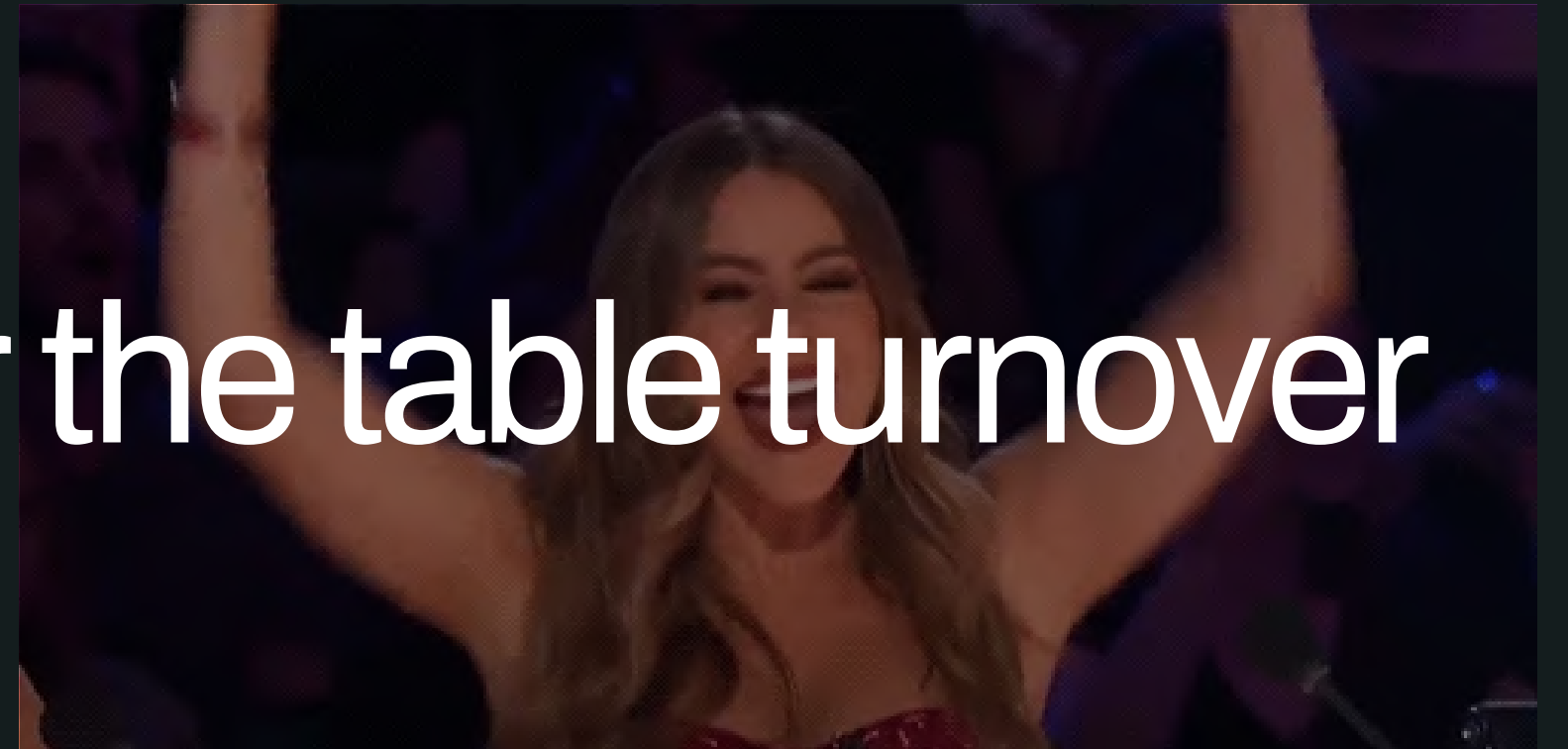
# KITCHEN PASS

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The less time, the better the reviews

The less time, the faster the table turnover



You get the idea





Dishoom was our first ever client



2 years

Every  
restaurant

Bar, floor  
& kitchen



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We help them measure their service



They've measured it; they've improved it



Why aren't you?