

SmartSense

Automated Temperature
Monitoring and Task Management

Festival Foods will realize a 300% ROI, saving \$3 for every dollar they have invested by reducing employee labor and preventing loss



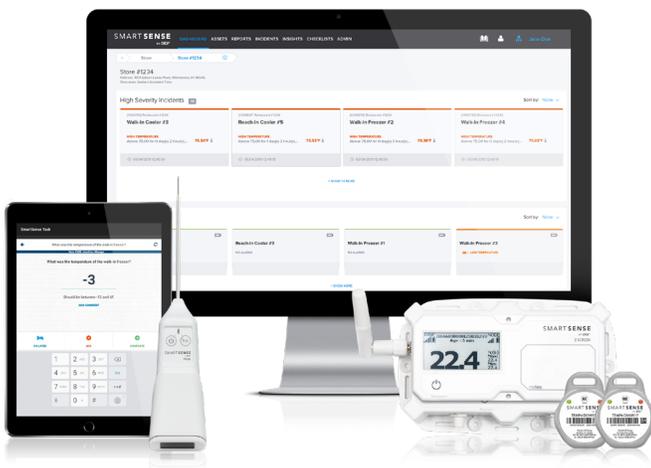
Festival Foods, a supermarket founded in 1946, has a simple goal in mind: every business decision they make should bring customers back to their stores.

The Challenge

After 72 years in business, Festival Foods is still looking for new ways to treat each customer as a guest. They know individual attention, top product selection, and friendly service are what draw guests back – they call this 'Boomerang Principle.' Before SmartSense, Festival Foods employees spent nine hours per week manually checking temperatures across 32 stores, taking time away from serving their guests.

In 2018, Festival Foods partnered with SmartSense, a leading IoT company, to implement three key capabilities:

- Gain both historical and real-time visibility into temperature data
- Analyze both enterprise-wide and store-specific reports anytime, from anywhere
- Verify compliance by identifying task completion rate



The Solution

Proactive Alerts for Food Safety Excellence

By installing SmartSense wireless sensors, Festival Foods now monitors case temperatures at the product level for accurate readings in real-time. Unsafe temperatures can lead to foodborne illness, which accounts for 128,000 hospitalizations and 3,000 deaths in the US each year.

Before Festival Foods had implemented proactive alerts, product loss due to equipment malfunction was not uncommon. SmartSense now notifies store employees in real time to make adjustments before food temperature is out of range long enough to cause damage to the product or harm to customers. In over 30 days multiple individual food temperature excursions were identified, triggering notifications that alerted employees before the product was lost.

Task Automation for Improved Productivity

In addition to proactive temperature monitoring, SmartSense provides Festival Foods with effective food safety compliance through increased productivity. Store employees were manually scanning case temperatures twice a day. These manual tasks required close to nine hours per week and were vulnerable to human error. These checks were completely eliminated with SmartSense digital monitoring, enabling Festival Foods to redirect 14,000 hours of labor per year across 32 stores. These redirected hours now are spent investing in guests, which further improves the overall Festival Foods guest experience.

Central office managers no longer need to go onsite to monitor equipment or employee performance. From any device, they can view dashboards and reports for every individual store, in addition to viewing store data on aggregate. SmartSense digital checklists ensure task compliance to improve productivity and guarantee food safety.

The Results

Now that employees have proactive visibility and spend less time attending to menial tasks and temperature excursions, Festival Foods has access to food safety capabilities not previously available:

- Employees can see all temperature data on-demand, gaining both historical and real-time visibility into temperature excursions.
- Managers can verify compliance remotely. This provides unprecedented visibility into task completion rate and helps to identify any points of failure in their food safety strategy.
- Managers can analyze both enterprise-wide and store-specific reports anytime, from anywhere.

Thanks to SmartSense, Festival Foods will realize a 300% ROI, saving \$3 for every \$1 they invested by significantly reducing employee labor and preventing product loss. They will fully recoup their investment within 17 months.

"SmartSense has a proactive approach to equipment maintenance and food safety. We now have the operational oversight we need to improve our bottom line and serve our guests better than ever before."

*Hsing-Yi Hsieh,
Director of Food Protection and Regulatory Affairs,
Festival Foods*

Festival Foods is confident in their food safety strategy knowing they have trusted a leading IoT provider. With over 30 years of experience, SmartSense provides operational excellence to customers who value food safety and the customer experience, a top priority at Festival Foods.

