YO! Sushi Enhances Customer Dining Experience with AirWatch EMM Solution

The Challenge

As the UK's most famous sushi bar, known for providing clients with a unique dining experience and fresh Japanese-inspired cuisine, YO! Sushi sought to increase its overall efficiency and separate itself from other traditional sushi restaurants by decreasing order times, recording orders with greater accuracy, speeding up the payment process and enhancing the customer experience.

Before implementing a mobility initiative, YO! Sushi needed a way to keep corporate data secure, deploy apps to all mobile devices, and ensure the devices remained secure. While many restaurants have shied away from using mobile devices in-house because the cost of replacing stolen devices is so high, YO! Sushi requested a solution to overcome these concerns.

The Client

Founded in 1997, YO! Sushi introduced the concept of a Japanese 'kaiten,' or sushi bar, which delivers food to customers on a conveyor belt. The YO! Sushi brand is now one of the most successful in the world, with 77 restaurants in seven countries, including 64 in the UK and 13 franchises in Ireland, Norway, the Middle East and the U.S. YO! Sushi uses different colored plates to indicate food prices. This provided a record of the transaction, but without the use of a mobile application, it was difficult to track the specific items a customer purchased.

After looking into mobile device and application management providers, YO! Sushi decided to deploy the AirWatch® Enterprise Mobility Management (EMM) solution. "We liked the fact that AirWatch can integrate with Apple Configurator to push down predetermined profiles to devices," explained Billy Waters, IT manager, YO! Sushi. "These profiles allow our IT team to define enterprise settings, policies and restrictions for devices without requiring any action from end users."

The Solution

To achieve these goals, YO! Sushi deployed 350 iPod Touches for employees to use on-site to take customer orders, send notes to the kitchen and process customer payments.

Solution Overview

- Customer: YO! Sushi
- Industry: Hospitality
- Geography: Europe
- Features: MDM, MAM
- Devices: 100-500

Using AirWatch technology, YO! Sushi ensures that it protects both sensitive restaurant and customer data. The restaurant's management team can easily manage and track its mobile fleet and find lost or stolen devices using GPS tracking and geo-tagging. In many instances, mobile devices are accidentally misplaced in the restaurant by staff and employees have been able to easily locate them by logging into the AirWatch self-service portal. In one instance, the YO! Sushi IT team noticed that a device had been renamed and removed from the store. Using AirWatch, Mr. Waters sent a push notification to the device to locate and recover it. "The fact that YO! Sushi can protect both its data and its hardware using AirWatch is a tremendous benefit," he said.

By using a mobile application to take orders on devices, YO! Sushi records each type of food that is sold and can better understand customers' preferences and habits. The AirWatch Mobile Application Management (MAM) solution enables YO! Sushi to distribute and manage the app that tracks the items that are purchased each day. This allows the restaurant chain to pinpoint the best-selling dishes and how much stock each location needs to purchase every week, resulting in better supply chain performance. YO! Sushi's mobile application also provides valuable statistics related to the average meal time of the restaurant's patrons. The YO! Sushi management team uses these insights and real-time results to improve customer service and the overall dining experience.

With its mobility initiative in place, YO! Sushi has increased efficiencies and enhanced customer experience in its restaurants. Waiters are saving time by entering orders directly on mobile devices, fewer orders are lost or misread by kitchen staff, and each restaurant's order fulfillment speed has increased.

Up Next

YO! Sushi will continue the trend of company-wide innovation, extending the capabilities and functions of its fleet of mobile devices. The restaurant chain plans to deliver training videos on mobile devices and to expand the amount of menu information available to service personnel, including nutrition and allergen information. Based on the positive feedback from customers and users, YO! Sushi is considering expanding the deployment to reach more of its restaurants and customers.

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>   IT Manager,
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