

DRIVING REVENUE AND ELEVATING GUEST EXPERIENCES THROUGH DIGITAL

Softtek, the leading nearshore digital services provider, has more than 30 years serving Fortune 500 companies, including QSR and Casual Dining multi-brand/concept organizations enabling them to enhance the guest experience and improve restaurant operations and profitability.

WHAT WE DO

Softtek aims to help our clients build and run reliable and resilient digital platforms and optimize their IT operations.

The six solutions that can be rapidly deployed and implemented include:

- **White Label Omnichannel Ordering Solution**
Enhance clients dining experience by bringing a powerful and reliable online ordering solution to clients.
- **Customer Insight & Analytics**
Access technical and industry specific knowledge related to customer behavior and devise strategies to engage with guests and build brand loyalty.
- **Enable New Digital Revenue Channels**
Ready new and existing digital models to offset decline of traditional sales channels.
- **Remote Workplace Enablement**
Enable and support workers to thrive at home or on the move, rapidly and securely while meeting employee safety and health regulations.
- **Strategic IT Cost Optimization**
Explore all areas of operational and financial waste within the Restaurant and Hospitality IT budget to shift scarce resources to what matters most to the business.
- **On Demand Agile Pods**
Work with collaborative team with various capabilities working towards the goal of accomplishing strategic needs for a client

SUCCESS STORIES

- American Casual Dining Leader increases revenue by the digital guest experience platform by 20%.
- Global Coffee House integrates all online capabilities including online ordering, delivery and loyalty with WeChat and Alipay
- European Pizza Chain improves work environment and increases hiring process by 70% by digitizing recruitment practices
- In response to the new normal, Restaurant operator deployed a touchless QR code ordering and pay-at-table mobile app in more than 1,000 travel venues.
- Multinational Fast Food Restaurant improves operational and technological platforms saving 30% in IT Optimization.



Founded in 1982 by a small group of entrepreneurs, Softtek started out in Mexico providing local IT services, and today is a global leader in next-generation digital solutions. The first company to introduce the Nearshore model, Softtek helps Global 2000 organizations build their digital capabilities constantly and seamlessly, from ideation and development to execution and evolution. Its entrepreneurial drive spans 20+ countries and more than 15,000 talented professionals.