

SmartSense

Ensuring safe, fresh meals with asset protection and digital HACCP compliance

DIG adopts IoT-based food safety solution across 30+ locations as it prepares to double in scale.

DIG.

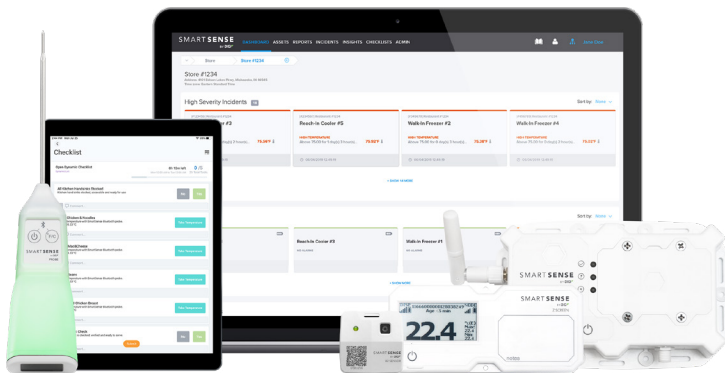
DIG, a seasonally-driven restaurant group, is modernizing the fast-casual restaurant space by providing healthy veg-forward meals that are made-from-scratch, locally sourced, and easy to consume on-the-go.

The Challenge

DIG lacked visibility into refrigeration equipment performance, ingredient integrity, and food safety compliance reporting. To combat these challenges, they adopted SmartSense in 2019 to initially protect refrigeration assets in 25 stores. In 2020, DIG expanded their use of the solution by adding digital HACCP compliance. Like many restaurant chains, operations were disrupted during the COVID-19 pandemic. DIG shifted to operating only 5 of their 25 stores. As the brand returned to full capacity in 2021, the management team at DIG relaunched their food safety program.

Partnering with SmartSense, DIG set forth the following objectives:

- Create end-to-end oversight into store operations and establish two-way communication
- Create a culture of ownership, accountability, and operational improvement
- Improve compliance, record-keeping, and execution across all locations leveraging digital tools
- Fully operational asset monitoring and digital HACCP compliance capabilities in preparation for scaling the business



The Solution

Asset Monitoring and Digital HACCP Compliance

DIG implemented SmartSense's full Sensing-as-a-Service capabilities to combine asset monitoring for temperature and humidity with a fully digital solution for HACCP compliance, checklists, and corrective actions. Prior to SmartSense, DIG operated all food safety checklists on paper — handwritten records on documents that had to be uploaded online before being validated. SmartSense's intuitive food probes and proven flow of food solution created greater operational efficiency and increased timesaving for kitchen staff tasked with completing food safety temperature checks.

Weekly Reports for HACCP Compliance

SmartSense provides weekly reports of compliance performance for all DIG restaurants in one easy-to-interpret document. Three color tiers — green, yellow, and red — indicate target completion rates, allowing chefs and store managers to coach hourly employees on completing assigned workflows accurately and on schedule.

Properly Configured Alarm and Alert Hierarchy

With all stores up and running and all equipment in use, SmartSense and DIG partnered to design the alarm alert hierarchy to reduce false alarms and establish expectations for each team member role. SmartSense's options for configurability allowed DIG to create accountability and trust between the head office food safety team and the chefs and on-site kitchen staff, bringing greater efficiency to daily operations.

Capability to Reflect Alternative District Requirements

DIG operates in the northeast United States with many of their locations scattered throughout New York City. The jurisdictional requirements for food safety differ slightly within the city. The SmartSense platform reflects those differing requirements within its digital checklists for HACCP compliance, creating ease of implementation, accurate reporting, and proper regulatory representation. As DIG expands, the capability of the SmartSense solution to differentiate between local requirements contributes to DIG's ability to scale its operations.

The Results

2 Hours Saved Daily

With SmartSense, DIG has streamlined its food safety operations as it rolls with the seasons. As a veg-forward restaurant, DIG changes its menu four to six times a year. SmartSense allows DIG food safety management to seamlessly roll out food safety checklists used by kitchen staff to all locations and set an activation date for future menu and ingredient changes.

For chefs, store managers, and staff trainers, having SmartSense has allowed them to instill a culture of excellence and accountability. Minimizing paperwork has given chefs and trainers two hours back in their day that they can use to empower kitchen staff and create better experiences for their customers. Being equipped with tools that optimize their day-to-day work lives, DIG employees have a new sense of ownership in food quality and safety.

"We needed a vendor that could grow with us and provide added levels of consistency and quality to our solution. SmartSense was the perfect fit. Leveraging IoT-enabled digital checklists will help us stay consistent and efficient as we increase our number of locations."

Tracy Kim
Chief Operating Officer
DIG



Watch the video at:
smartsense.co/dig

As DIG plans to double their store count from 30 to 60 stores, their management is finding new ways to leverage SmartSense's digital checklists throughout other areas of their operations. The innovative restaurant group has established a model to support operational excellence and deliver their brand promise. Its food safety professionals have full visibility and oversight as the chain expands into new regions.



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