

What's Hot on Campus

Dartmouth Dining Services Implements New Technologies

by Arlene Belock, administrative & catering coordinator,
and Jon Plodzick, director of dining services, Dartmouth Dining Services

Technology is all around us; today's college student can't escape that fact. While walking across the Dartmouth campus it is quite common to see students, faculty, and staff using cell phones and laptops. In recognizing this trend, Dartmouth Dining Services has implemented several new technology initiatives all designed to maximize customer service and improve efficiencies.

When Dartmouth students came back from winter break they not only welcomed 2017, but also changes to some of their favorite dining spots on campus. The Class of 1953 Commons and Courtyard Café both underwent menu board upgrades with **Epicure Digital Menu Boards** and Touchwork TxT-N-Tell. The new menu board system allows for up-to-the-minute display of choices, allergen information, and

religious classification by integrating with Computrition menu management software. Txt-n-Tell allows students to send text messaging to key managers with requests and feedback with almost instantaneous responses displayed as part of those menu boards. This is a first of its kind combination for both companies, combining their software of menu boards and active feedback messaging into one display.

The Class of 1953 Commons is the campus' All-You-Care-To-Eat facility comprised of nine food stations that serve a variety of cuisines. Meal choices are highlighted with portion size, applicable nutritional and classification symbols while text messages and responses scroll for the reader on 14 station-specific smart screen televisions throughout the servery. Setting an engaging tone,

JOIN THE SCOOP!

Get exclusive information on **Dining** happenings, promotions and giveaways




To join:
TEXT DINING to
55744

You will receive no more than **4 offers per month**
Message and data rates may apply

DARTMOUTH

DINING SERVICES

'53 MANAGEMENT TEAM




Ron Moore
Director of Culinary Services



QUOTE OF THE DAY

Saving our planet, lifting people out of poverty, advancing economic growth... these are one and the same fight. - Ban Ki-moon

DARTMOUTH

DINING SERVICES



SAT. 7 PM

'53 COMMONS

8:00am-8:30pm Sun 7:30am-8:30pm Mon-Sat

MA THAYER'S

SCRAMBLES

Scrambled Eggs
Scrambled Egg Whites

SIDES

Bacon
Potatoes O'Brien

SPECIALS

Blueberry Pancakes
Beef Macaroni Casserole
White Dinner Roll
Dinner Roll Savory Assortment
Dinner Roll Ciabatta

JUL 15 good cereal selection but one area for improvement would be adding cookie crisp to the line up

We'll put that on the request list as a suggestion for next time we rotate. Who doesn't want cookies for breakfast?



ENTREES	6 oz serving
Reuben Sandwich <i>Corned Beef, Sauerkraut, Swiss Cheese and Thousand Island Dressing on Rye Bread</i>	
Pasta Puttanesca	
SIDES	4 oz serving
Stmd Broccoli & Cauliflower	
PASTA BAR	4 oz serving
High Protein Penne Pasta	
Spaghetti Pasta	
Marinara Sauce	
Alfredo Sauce	
Meat Pasta Sauce	
ROLLS	1 each serving
White Dinner Roll	
Dinner Roll Savory Assortment	
Dinner Roll Ciabatta	
<p> Dairy Tree Nuts Fish Soy Pork Vegetarian Halal Regional Eggs Peanuts Shellfish Wheat Gluten Free Vegan Kosher </p>	
<p> JAN 23 breakfast pizza That's what you call pizza left on the counter from the night before </p>	

at an administrative level. This data is then used to forecast on the next cycle by the purchasing department. The PDFs are dropped into a sharing Box which allow culinary staff to move to different prep areas and have access to recipes. Moving away from having paper production books resulted in saving four reams of paper, and saved eight labor hours per week from previous practice of filling binders. Forecasting is now able to be done within days of the meal running versus weeks. These savings can be driven back into the program to create new programs centered around better customer service.

The Class of 1953 Commons also has four tablets which are used weekly for inventory purposes. Instead of hand writing the inventory and then handing it off to someone else for input, the storeroom staff enters the data live. By automating this process the inventory schedule has gone from monthly to weekly, which allows for tighter inventory control. Inventory levels were reduced by 64 percent, eliminated excess product, spoilage, and overflow. This also results in more organized storage, and product usage. By better managing these resources the dining can maintain a higher profit margin without increasing the cost to end consumers. The inventory process went from a 12-hour time commitment to a three-hour efficient process. Days of searching on paper sheets, and handing off paper to others to input are over, the team can put inventory data directly into the menu management system eliminating two steps from the previous system.

Dartmouth Dining Services' efforts in creatively utilizing Computrition were recently rewarded as the recipients of the 2017 Computrition Prodigy Award. The Prodigy Award highlights innovators in the industry in their efforts to drive efficiency, productivity, improved services to their guests. Dartmouth Dining Services and Computrition will continue to work closely to enhance technologies and their applications.

Dartmouth Dining Services plans to find new avenues to improve operations to ultimately better the relationship with the campus community using technology as the backbone for future initiatives. Students need to feel like the dining halls are a home away from home, and know that they matter. ♦

the entry of the dining hall features a 65-inch digital greeter board featuring our main entrees, a nutritional tip of the day, staff information, food photography, athletic events, operational details, and Txt-N-Tell feedback. Prior to implementing the **Epicure Menu Boards**, PowerPoint was used along with a channel player. This new direct-linked system to Computrition with icons, eliminates the need for manually generated menu tags with allergen information, decreasing potential errors.

The Courtyard Café, a retail operation located in the Hopkins Center for the Arts, replaced old standard menu boards which contained only pricing information with **Epicure Digital Menu Boards**. Now each serving counter has two displays that feature menu items, descriptions, pricing, and nutritional tagging along with moving graphics. These engaging new displays provided for quicker guest ordering on selections. In addition, Courtyard Café installed a large monitor to display Touchworks Txt-N-Tell feedback as guests wait for their made to order selections.

Student feedback has been incredible. Where previously there were questions about selections and allergens now there is engagement and efficient services. Reading Txt-N-Tell has become one of the student's favorite activities. Time that was once used printing daily menu cards, is now being used to serve guests, promote upcoming events, and ensure culinary excellence. **By linking food production software and digital menus dining has been able to save on at least 40 man hours per week, and approximately \$75 per week in paper and toner supplies. Digital menus save over \$400 each**

time the menu is updated at Courtyard Café. Plus, the new menu boards provide a clean, professional look that provides real time accurate information.

Touchwork Txt-N-Tell allows for better engagement with today's students who view their phone as a part of their existence. In the first week of implementing the Txt-N-Tell program Dartmouth Dining Services received over 800 text messages. The management team responded to every single one, often within minutes. The Touchwork program also features a managerial module that allows for data classification and trending for use in menu planning, operational strategies, guest services. Students, faculty, and staff to feel as though they have a say in their overall dining experience. Additionally, Dartmouth Dining Services launched Touchwork's text alert system, creatively name "The Scoop". The Scoop enrollees receive exclusive information on dining happenings, promotions, and giveaways. The Scoop has played a powerful role in increasing participation by 30 percent in food truck sales, as well as theme event participation.

Technology enhancements were not limited to just the front of the house, the Class of 1953 Commons implemented back of the house technologies to improve efficiencies, control inventory, and cut costs. In March, Dartmouth Dining Services launched the use of all in one computers in production areas and tablets for inventory. Ten computers were installed in kitchens which contain access to Computrition (menu management software), and PDF files with Computrition production reports. This allows for production staff to directly enter their post meal data into the software which was previously done