

DIGITAL SKILLS AND RESEARCH METHODS

BMSW4002

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INTRODUCTION

In our presentation we will

discuss about Island Poke company.

Poke means „slice or dice” in Hawaiian

but it has evolved to become the Hawaiian staple of diced raw fish served on rice with many condiments and toppings.

Along side the food ,the „island style “ means a casual vibe ,friendly service and all the members are providing that ALOHA (peace).



4 COMPANY BACKGROUND

Island poke was born out of frustration ,that London lunch market was stale , boring and not engaging , not just in the food they were served but also in the site and customer experience.

„Island poke early days consisted of

myself pounding the London streets

with street food residences ,

office drops or small exhibition

catering jobs.”(James X 2021)



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Poke bowls and concept was pushing the boundaries of „grab and go” in 2015 .

Since the first opening in October 2016 Island poke managed to have several other sites across London and this is fundamentally down to their passion , energy and spirit .

In 2020 Island poke extended with other sites across France as well.

6 CHALLENGES BEFORE MODERN TECHNOLOGY

„The utilization of technology has changed time to time and therefore the acquiring of technical skills has changed to adjust the current demands.”(Whittle,2019)

One of the biggest challenges of the company before modern technology was human errors for example counting cash and stock counting .

On the same level , another major challenge was delivery service.

Order and collect was the system that the company was using.



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One other challenge was data collection . It was impossible to have a database.

Not monitoring the data.

Monitoring data and progress can seem tiresome and unnecessary, especially when you are personally watching your employees and company.

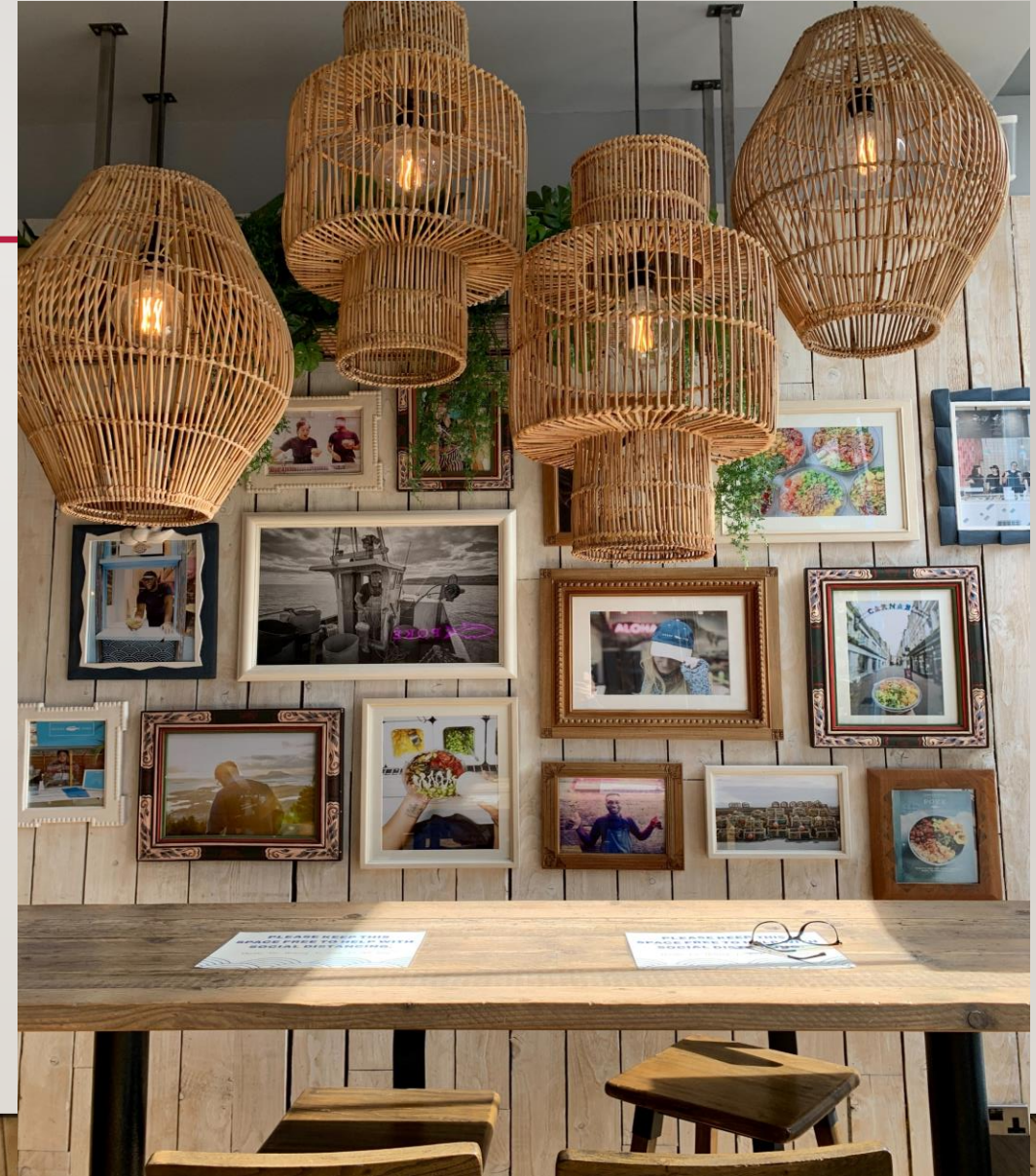
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Task system was challenging

- Every three hours the fridges needs to be checked .
- Usually the checks were forgotten due to the busy environment.

Marketing perspective

- Promotions couldn't be done because as I mentioned before the company had no data base.



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Payments system was challenging
because mobile/card payment
weren't adopted.

Being a small company this are the
most important challenges that I found from when I got hired by the company .



10 INSIGHTS OF MODERN TECHNOLOGY

Due to the challenges that the company had to face during the time ,some changes have been made in terms of technology .

Tills were adopted and all the data is stocked in there .

Delivery system(Tablets, Deliveroo,Just eat) were implemented ,the orders are received trough them not on the phone just and the customers .

The possibility to have your food delivered .





The company launched a loyalty scheme called poke perks and in this way customers are getting points every time when they buy a bowl.

All the points are rewarded with a free bowl as soon as they reach an amount of 80 points.

Rewards for birthdays.

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CCTV were installed so monitoring the entire shop is more safe .

The company bought tablets that have an application called TRIAL and in this way the task system is reminding the staff to do the checks every 3 hours .

I3 LESSONS LEARNED FROM THE STUDY

From the case of the study of Island poke company ,it can be said implementation of technical aspects has significantly changed the organizational structure that was maintained by island poke .

Island poke was registering a significant grow in terms of customers and this was leading to selling growth .

Technology that was implemented made the work more efficient and is preventing wasting time .



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On the other hand ,new technology came with new challenges too.

Lack of knowledge of staff members brought difficulties on using the new technology .

According to the poll, over half of employers across all sectors expect to come up against a lack of skills from the current workforce.

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- • Lack of skills from current staff (58 percent)
- • Lack of support from staff (37 percent)
- • Need for additional budget (31 percent)
- • Requirement of new processes (26 percent)
- • Difficulty integrating with different departments (24 percent)
- • Insufficient internal training (22 percent)

(Jayne Smith 2021)

I6 CONCLUSIONS

“If you do not change direction, you may end up where you are heading.”(James ,2017)

„**Technology** isn't inherently **good or bad**, it's the culture we build around it and the way we use it. ... With the right regulations, technologies built around amassing data could be used to significantly improve lives.”(Harvard business review)



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For Island Poke , technology has brought improvements such as:

- improved productivity ,
- efficient communication,
- facilitation of e-commerce,
- promotion of research and development .

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THANK YOU



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