

From Invisible Execution Gaps to Measurable Performance Gains

How a multi-outlet F&B group in Malaysia with 50 outlets used TreeAMS to connect daily operational execution to branch-level, and unit-level performance outcomes and act on insights before problems compound.

1 The Challenge

The Operations Manager's Dilemma

Managing 50 outlets across Malaysia, Jonathan Lee as Operations Director, is simultaneously responsible for sales performance, audit compliance, staff training, and daily execution — without full visibility across locations. Everything is on forms and WhatsApp. Without a connected system, the same problems repeat. Firefighting is Jonathan's daily reality. No time to plan, no time to coach and no way to get out of the vicious cycle.

No Single Source of Truth

Performance data lives in separate systems. Managers spend hours compiling reports instead of acting on insights.

Execution Without Accountability

Opening checklists get done (or don't) with no real-time visibility. No clear trail from execution miss to outcome.

Lagging Visibility

By the time a monthly report flags a problem, the issue has already compounded across multiple periods.

Training Gaps Hidden Until Too Late

New hires complete onboarding without mandatory modules. First signal is a customer complaint or audit failure.



The Operational Command Solution

TreeAMS unifies communication, execution, compliance, and performance intelligence in one place — connecting daily actions to performance outcomes in real time.

2 The Solution

Given these challenges, the company began transforming its Quality Operations through TreeAMS at the end of Q1. TreeAMS is a platform designed to **unify communication, execution, compliance, and performance intelligence** into one system, serving as the Operational Command System for multi-outlet F&B, retail, and franchise groups across Asia Pacific.

TreeAMS replaces lagging, retrospective reporting with real-time intelligence — connecting daily execution to performance outcomes and guiding teams with AI-driven recommendations so they can act before problems become losses.

By linking Quality Execution tasks to Financial Performance, the organisation completes the Operational Command Loop. This connection is powered by:

Daily Execution data

Audit Compliance

Training Compliance

Performance Intelligence
(Finance, Rank and Trend data)



Real time Information Gained:

RAG alerts for Real time Risk Management

Auto reporting of improvements

Target outlets for immediate correction of Operational root causes

Increased Joint Accountability when used as an evaluation tool



3 Pavilion Mall Unit Scorecard • Q1 2025

Outlet Manager: Michael Tan • Operations Director: Jonathan Lee • Network: MYSFS001

At the end of Q1, Jonathan pulls up the performance scorecard for Pavilion Mall on TreeAMS. Within seconds he sees both **where the unit stands against the other outlets** in the Brand and **the exact execution metrics driving that rank**. No manual compilation required.

PEER RANKINGS (Q1)

44/50

Finance Rank

45/50

Audit Rank

30/50

Training Rank

18/50

Checklist Rank

FINANCIAL METRICS

Target not met ●
Target achieved ●

Metric	Actual	Target	Status	Peer Avg.	vs Peer	vs Prev. Period
Total Sales	\$321,500	\$600,000	●	\$550,653	-42%	+15%
Total Expenses	\$310,200	N/A	N/A	\$295,400	+5%	+3%
Gross Profit	\$75,800	N/A	N/A	\$195,250	-61%	-5%

AUDIT METRICS

● <51% of target
● 51–71% of target
● >70% of target

Metric	Actual	Target	Status	Peer Avg.	vs Peer
Ave. Monthly Cleanliness	62%	90%	●	86%	-24%
Ave. Monthly Staff Conduct	55%	90%	●	82%	-27%
Ave. Outlet Experience	65%	90%	●	80%	-15%
Ave. Monthly Food Quality	58%	90%	●	90%	-33%
Ave. Monthly Inventory Mgmt.	70%	90%	●	90%	-20%
All Audits Average Score %	62%	90%	●	85%	-23%

4 Insights TreeAMS Surfaced • Q1 2025

Financial Alert

Pavilion Mall Sales \$321K — 42% below peer avg (rank 44/50). Expenses are running higher than peers by 5% and profits are 61% lower than peer performance. **Immediate action needed to correct trajectory.**

Training Gap

2 staff at Pavilion; 23 branch-wide had not completed mandatory modules within 14 days. Directly correlated with audit failures and missed shifts.

Staff & Food Quality

Staff Conduct 55% and Food Quality 58% lowest amongst all peer outlets. High corrective action frequency. **Root cause traced to incomplete new-hire onboarding.**

Checklist Bright Spot

Checklists ranking at 18/50 — above several peer outlets. The team has operational discipline; the bottleneck is specifically staff onboarding quality.



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From Insights to Actions

What Jonathan's team did differently in Q2

Armed with a clear picture from the unit scorecards provided by TreeAMS Dashboards, Jonathan doesn't guess at solutions. He connected with Michael to do a one-on-one coaching session to directly address the gaps. TreeAMS connects the dots: the training gap is causing audit failure, which is suppressing customer experience, which is dragging down sales. TreeAMS makes AI driven recommendations, and it helps surface corrective actions and is trackable to improve joint accountability.

Where increased accountability is desired, TreeAMS also provides a Performance Improvement Plan (PIP) to guide progress.

5 Business Outcomes · Pavillion Mall, Q2 2025

As a result of the Performance Improvement Plan, Jonathan was able to steer Michael, the Store Manager, in the right direction. Total sales at Pavilion Mall increased from \$321,500 to \$429,210 — a 34% uplift. While the outlet still trails its peers, this represents a meaningful turnaround. Gross Profit also rose by 32%. This shows how tackling outcomes and addressing root causes directly can materially improve performance, especially when scaling across multiple outlets.

+34%
Pavilion Mall
Sales Growth

+18%
Audit Score
Improvement

+18%
Training
Completion

Metric Area	Root Cause Identified via TreeAMS in Q1	Actions Taken	Q2 Results
Financial Performance	Sales 42% below peer avg. High staff turnover reducing service throughput. Cost-of-goods anomaly on local egg supply.	Footfall Mix Analysis Supply Chain Audit Trainer Support Deploye	+34% Sales Growth \$321K → \$429K. Peer rank improved: 44th → 38th out of 50.
Audit Scores	Staff Conduct (55%) and Food Quality (58%) worstin branch. Incomplete onboarding of new hires. High corrective action frequency.	14-Day Training Regional Trainer On-Site Food Handling SOP Review Cleanliness Playbook Shared	+18% Audit Score 62% → 73% overall. Staff Conduct: 55% → 70%. Food Quality: 58% → 77%.
Training Completion	2 employees at Pavilion; 23 branch-wide did not complete mandatory modules within 14 days of joining.	Centralized Training Tracker Brand-Wide Retraining Trainer Visit Scheduled	+18% Completion 78% → 92% All Trainings Avg. Food Handling: 80% → 96%. Training rank: 30th → 22nd.

"Before TreeAMS, I was reviewing quarterly reports after the damage was already done. Now I can see — in one view — that a training gap at one outlet is about to become an audit failure, and then a sales problem. Because TreeAMS helps us visualize all the interconnected moving parts of quality operations like Daily operational compliance, understanding how everything was connected to delivering our products, we were able to fix things we didn't even know were connected. The Inbuilt Performance Improvement Plan Feature also really contributed to improving my ability to coach systematically and gain accountability from Michael, the manager directly in charge of the store's performance in Q2."

— Jonathan Lee, Operations Director

Ready to see your operation from one command centre?

See how TreeAMS connects your execution data to performance outcomes across every outlet.

Purpose-built for multi-outlet F&B, retail, and franchise operators in Southeast Asia.
One platform. Every layer. Real-time visibility.



SCAN HERE

Scan to see what your operation looks like from one command centre.



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