



A Bell Communications Network Publication Produced For Taco Bell Franchisees and Licensees

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6/22/10

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News for Franchisees and Licensees

Franchisees & Licensees ~

YumLink is Now Available!

What is YumLink?

YumLink is an intuitive, easy-to-use website that will allow you and your employees to request subscriptions to specific tools and services provided by Taco Bell. It also allows you to manage your restaurant and organizational alignment for select reports and programs as well as your fiscal calendar.

Some of the features in YumLink are:

Personal Profile

YumLink gives you the ability to manage your personal and business contact information and change your job role. Additionally, if you support another brand, you can add that brand to your profile, which will enable you to view their websites.

Communication Contacts

- Each organization is required to have a minimum of one Primary Organization Contact. The Primary contact(s) would receive all Bell Communications Network (BCN) emails.
- Individuals can subscribe to targeted communications from select departments (i.e., Training).

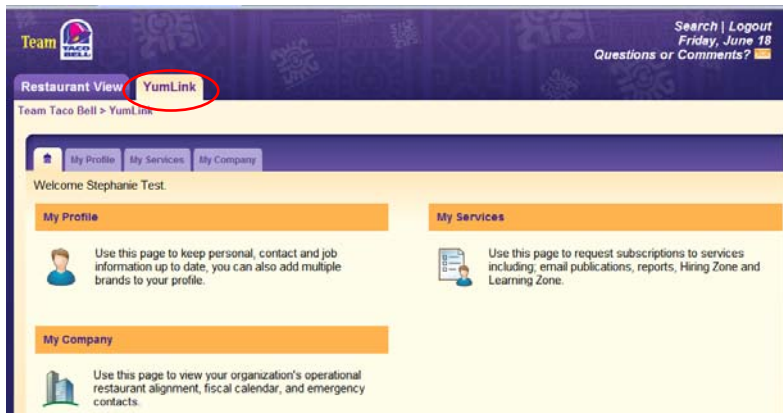
- You can subscribe your Non-TACO restaurants to receive email communications from Bell Communications Network. These communications would be the same communications TACO restaurants already receive, i.e., window updates, crisis communications, etc.

Programs

Subscribe to programs like Hiring Zone and Learning Zone.

Alignment

YumLink reporting alignment feeds MyWorkbench CHAMPS reports and 1 (800) TACO BELL reports. As a reminder, YumLink has replaced Yum Connect for managing your company's alignment for reporting.



Emergency Contact Information

Security Approvers manage Emergency Contact information online. Emergency Contact information is only used during a food safety, quality issue or other crisis.

Who Approves Requests for Access?

Your organization's Security Approver will approve or deny all requests.

How Do I Get Access to YumLink?

After your **Request for Access** application has been approved, you will be able to log into YumLink at <https://teamtacobell.yum.com/> or via Bell Net. For more information on Request for Access, visit the Request for Access section located on the home page of Bell Net.

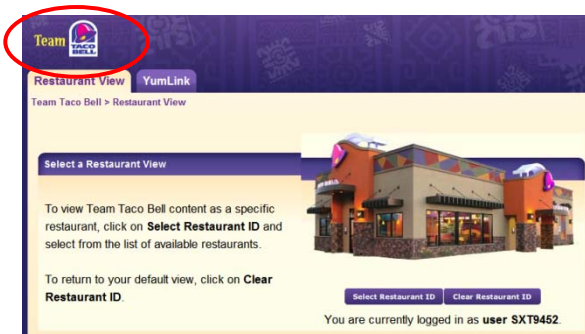
YumLink was designed with the future in mind. It provides us with the flexibility to add tools and services to meet the changing needs of our business. When you access <https://teamtacobell.yum.com/> in addition to YumLink, you will also have access to Restaurant View.

For more information and job aids, please visit the Technology Today section on Bell Net, or email Evelyn Wu at Evelyn.Wu@yum.com if you have questions.

Franchisees & Licensees ~

Want to View the RGM Team Taco Bell Website?

Well now you can! **Restaurant View** is an easy-to-use tool designed for **Franchise/License Owners and Above Restaurant Leaders** to view the Team Taco Bell RGM website. Restaurant View allows you to access the site anytime, from any computer. You no longer have to be in a restaurant to see what your RGMs are seeing. You can view the site exactly as they see it, even personalized content that is specific to a certain DMA, Distribution Center or State.

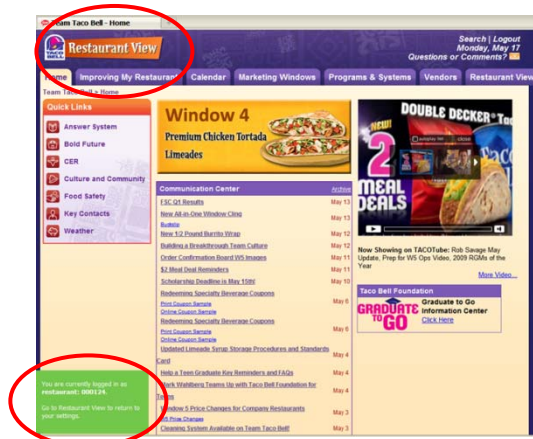


How do you access Restaurant View?

1. Log into: <https://teamtacobell.yum.com/> Or Bell Net; click YumLink and Restaurant View.
2. Click **Select a Restaurant ID**
3. Now you can view any restaurant in your organization.

Remember, Restaurant View is for Owners and ARLs only. If you allow your RGMs to view Team Taco Bell RGM via Restaurant View, you will also be giving them access to other websites as they become available (i.e., the new owners website) and changing their roles for applications like Hiring Zone and Learning Zone.

For additional Restaurant View program details or how to get your restaurants connected to Team Taco Bell RGM, please visit the **Technology Today** section on Bell Net.



NOTE: Don't forget, you need to have completed the **Request for Access** process in order to log in! Also, when you access <https://teamtacobell.yum.com/>, in addition to Restaurant View, you will also have access to YumLink.

Please email Evelyn Wu at Evelyn.Wu@yum.com if you have questions.

Franchisees & Licensees with Restaurants on New TACO Desktop ~

Managing Contacts in TACO Desktop

One of the benefits of the 'New' TACO Desktop software is that your restaurants will have the ability to manage their own email contact information, including email addresses. This feature will allow them to send emails to any email address found in their contact list.

When your restaurants are upgraded to the new TACO Desktop, they will no longer receive updated email contact lists from the Restaurant Helpdesk. The below instructions will be sent to your restaurants so they will know how to add a contact in TACO.

Instructions to update contact information in TACO:

1. Log into TACO Desktop
2. Click the **Open** menu and select **E-Mail**
3. Click **Address Book**
4. Right click on **Personal Address Book**
5. Select **New Card**

6. Complete the contact card with all known information of the new contact (contact name, address and customized information)
7. Click the **OK** button to save

If your restaurants have questions, please have them contact the Restaurant Help Desk at (800) SOS-TACO, option 1.

Franchisees & Licensees ~

Town Hall Conference Call is July 13

Our next Town Hall Conference Call is Tuesday, July 13! Listen in as **Greg Creed** and members of the RSC Leadership Team discuss key areas of the business. As always, there will be an opportunity for Q&A so you can share what's on your mind.

Date: Tuesday, July 13
Time of Call: 8:00 a.m. Pacific Time
Dial-In Number: (888) 261-6521
Topic: Taco Bell Town Hall Call

We look forward to hearing from you!

Franchisees & Licensees ~

W6 Reminder: Key Pricing Actions on the Why Pay More! Value Menu

As previously communicated in the May 25th and June 2 editions of the *Bell Business Report*, we are taking three key pricing actions* in W6 on the Why Pay More! (WPM) Value Menu to help further protect check and drive sales and profit growth.

- Beefy 5-Layer Burrito recommended pricing change from 89¢ to 99¢
- Cheesy Nachos recommended pricing change from 79¢ to 89¢
- Doritos Chips will become part of the WPM menu at recommended pricing of 79¢

Please reference the previous editions of the *Bell Business Report* for more details on key menu and pricing changes as well as W6 WPM menuboard updates. If you have any questions about these changes, please contact your Field Marketing Manager.

*Note as always, franchisees and licensees are free to price as they wish.

Franchisees & Licensees ~

New Manual Prep Reports on Bell Net

Manual Prep Reports provide **non-TACO** restaurants with an alternative way to generate Prep and Hold schedules. New versions of the "Daily Prep Report" and "Front Line Prep Report" are available. These reports have been updated for W6 (Bacon Club Chalupa), W7 (Cantina Tacos), W8 (Chicken Flatbread Sandwich) and W9 (XXL Chalupa & Orange & Crème Swirls).

Reports are attached, or you may click on “New Manual Prep Reports” on *Bell Net* under “Bell Business Report Attachments” and the “Operations Reports” tab.

Need help? Call Jeremy Rivera at (949) 863-4848.

Franchisees & Licensees ~

Talk to David Conference Call is July 14th

Message from Yum! Communications ~

Save the date for our next “Talk to David” Conference Call. You’ll hear David and his Senior Team’s perspective on our business and have the opportunity to let them know what’s on your mind. Conference Call information is below:

Wednesday, July 14th

10:45-11:45 a.m. Eastern Time

In the U.S. call (800) 374-2342

International callers dial (706) 679-7877

Franchisees & Licensees ~

Competitor News

Find out what’s happening in the QSR industry at-a-glance with the attached Competitive Report (also located on *Bell Net* under “BBR Attachments”). Compiled from various news resources, this week’s edition features McDonald’s declining sales in specialty coffee, particularly hot beverages; Pizza Hut’s extension of the \$10 Any Pizza Deal; Starbuck’s moves forward with free and unrestricted Internet access; and more.

If you have a change in your e-mail address, please notify us immediately so we can continue to send **Bell Business Report** to you. Call Jennifer Murphy at (949) 863-3982 or via e-mail at Jennifer.Murphy@yum.com.

News for ARLs & RGMs

The information contained in this section has been posted to Team Taco Bell, our RGM website.

Franchise & License Restaurants ~

Restaurant Communications

BCN Communications to RGMs are located on the Team Taco Bell website. You can view RGM Communications on *Bell Net* under the “RGM Communications” section. Below is what’s been posted from June 16—June 22.

- Managing Contacts in TACO Desktop
- W6 Ops Execution and Pricing Reminders
- Phone Scam Alert
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