

# Bell Business Report

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

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## News for Franchisees and Licensees

Franchisees & Licensees ~

### Taco Bell's Graduate to Go Fundraiser Makes Headlines!

#### VIDEO: MARK WAHLBERG TACKLES U.S. TEEN GRADUATION STATS



Last week, the Taco Bell Foundation for Teens kicked off the Graduate to Go national fundraiser in participating Taco Bell restaurants nationwide. And already the fundraiser is making headlines! *USA Today.com* featured our partnership with Mark Wahlberg to raise funds and keep teens in school. Check out the article [here](#). You can also visit [Entertainment Tonight's](#) site to see our national TV ad, which debuted before millions during the MTV Movie Awards.

Look for more results in the weeks to come, and thank you for your tremendous support to date. For more information, visit [www.graduatetogo.com](http://www.graduatetogo.com).

## Hiring Zone is Free until July 2011!

Have you signed up for Hiring Zone? As a reminder, Hiring Zone is **FREE until July 5, 2011**. Then it will cost \$25.00, plus tax, if applicable, per period, per restaurant location.

Below are a few of the great benefits of utilizing the Hiring Zone in your restaurants:

- Online automated prescreening of the “Tell Us More Survey” for hourly applicants and “Hiring Champions Inventory” for salaried applicants.
- Increased applications – ongoing pipeline of candidates for unexpected needs.
- Access to applications 24/7.
- Access to candidates within a 20-mile radius of the participating restaurant.
- Manage candidates online.
- Share candidates between restaurants.
- Identify WOTC potential eligibility (extra set-up with ADP required).

### **What do you need to do to get started?**

Ensure your restaurants have:

1. Certified Broadband
2. Meet all minimum hardware/software requirements
3. Access to the Team Taco Bell RGM website

### **The final step, after you have completed the above is to:**

4. Contact Evelyn Wu at [Evelyn.Wu@yum.com](mailto:Evelyn.Wu@yum.com) or (949) 863-2262 for questions on how to sign up and obtain the Hiring Zone Contract and begin the process to enroll your restaurants in the program.

For more information, please go to the **Technology Today** website located on the homepage of *Bell Net*. For any additional questions regarding the Hiring Zone, please contact Maureen Harper at (949) 863-8124 or [Maureen.Harper@Yum.com](mailto:Maureen.Harper@Yum.com).

## Do Your Restaurants Have Certified Broadband?

The most important enabler for improved productivity tools and secure data transfer is the adoption of Certified Broadband in each restaurant. As you know, broadband allows for the fastest transfer of data and has the bandwidth to allow access to the internet, integration with restaurant systems—and it’s required to run the new communication and training tools. All new technology tools being developed for our Brand are being built with the assumption that restaurants have broadband access.

**Interface Systems** and **Hughes Network Services** have been certified by Taco Bell and Yum! to provide private broadband into our restaurants. Their services include a secure connection to computer systems, including the POS, credit card terminals, and back-of-house computer systems. Both vendors provide private, managed broadband services that include the security measures necessary to meet the required Payment Card Industry Standards (PCI).

Earlier this year, it was announced that in order to protect all of our businesses and the Brand, all franchisees and licensees will need to be on one of these two broadband providers by 12/31/10 or pass an annual Level I PCI Audit.

**Key Information:**

- **Monthly Charge:** Private broadband services from both providers (includes hardware leases) are available for a single monthly charge of approximately \$100 (Note: this amount may vary, depending on the specific services that are being provided).
- Or you may opt for the “*Bring Your Own Broadband*” (BYOB) option, which allows you to use your existing broadband service AND add either Interface Systems or Hughes Network Services to install an approved router, configured to provide private broadband service. NOTE: The BYOB option is more complex for you to support and costs approximately \$70 a month (in addition to your existing broadband costs).
- **We highly recommend you consider the complete managed option for \$100.**
- **Included Services:** Your network is configured to ensure highly important data is secure via firewall, intrusion prevention/detection, network logging, and website filtering. Also included is traffic prioritization, which ensures important data, such as credit card transactions are prioritized ahead of less important data, such as email.
- Next business-day service should a connectivity issue arise. (Note: Alternative service options are available, including weekend coverage, at an additional cost.)

**Optional Services (Additional Cost):**

- Dial-back-up option for network outages. (Note: This is highly recommended.)
- Installation of Cat5 cable to connect the credit card terminal to the router in the office.
- Network enabled to provide a secure wireless connection. (VSAT Restaurants: Wireless not readily available, additional equipment needed)
- Access to the security cameras in your restaurants from your home office needs additional connectivity.

**Getting Started:**

Contact the broadband providers to get more information and begin the pre-qualification process.

**Hughes Network Systems**

- **Neda Noorani** at (858) 759-4466 or [Neda.Noorani@hughes.com](mailto:Neda.Noorani@hughes.com)

**Interface Systems**

- **Ivan Diggs** at (314) 482-3718 or [ivan.diggs@interfacesys.com](mailto:ivan.diggs@interfacesys.com)
- **LaVae Tumbleson** at (314) 625-2579 or [lavae.tumbleson@interfacesys.com](mailto:lavae.tumbleson@interfacesys.com)

Please be aware that it takes approximately 2 weeks to pre-qualify restaurants for certified broadband, and an additional 45—90 days for installation once the contract has been signed (for more complex situations, implementation of broadband may take longer).

Additional program details are available on the Technology Today website, located on *Bell Net*. For any questions, concerns, or process clarifications, please contact Garry Cockerham at (972) 338-8613 or your Franchise Business Management Director.

*Franchisees & Licensees ~*

## Offer Extended for Cleaning Tools Start-up Kit

Good news! Due to great demand, **Scot Young Research (SYR)** is extending their introductory offer for their initial cleaning kits. **All orders must be placed by July 1st to receive SYR's one-time introductory rate.** SYR will provide a start-up kit to every Taco Bell restaurant for \$23.00 plus shipping. Retail price is \$101.00 plus shipping, so **you will save \$78.00 per restaurant.**

Below is more information on the SYR Cleaning Kit.

### Why SYR Tools?

- Better cleaning results
- Last longer – less expense in the long run
- Easier to use
- Have a warranty

### What Does The Kit Include?

- Mop bucket and Wringer: ergonomic, soil trapping grid, 2-year warranty
- Mop Heads: lasts longer, covers more area, faster to mop
- Angle Brooms: picks up more debris, works on all floors
- Interchangeable Handles: lightweight, more durable, compatible with all heads
- Cleaning Demonstration DVD covering “Clean as you go” and “Closing/Opening” cleaning activities
- Detailed weekly and monthly cleaning activity sheets
- RGM Implementation Guide

*Note: DVD, weekly / monthly cleaning sheets and tools support following your current cleaning procedures and the Shift Excellence Board.*

For more information, please refer to the SYR materials posted on *Bell Net* under Operations Tools and Forms/Food Safety.

If you have questions, please contact Rubens Nogueira, Operations at (949) 863-2257.

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## 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 KFC's “So Good” Campaign; McDonald's summer and new breakfast promotions; McDonald's Shrek Recall; 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](mailto: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 RGM website. You can view RGM Communications on *Bell Net* under the “RGM Communications” section. Below is what’s been posted from June 3—June 8.

- Cinnamon Twist Packaging Change
- Continuing to Deliver Great Tortadas
  - Line Diagrams

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](mailto:Jennifer.Murphy@yum.com).