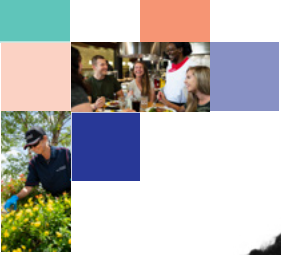


DRIVING MOMENTUM

Our commitment to continuous improvement meets evolving campus needs





LEADING

THE CAMPUS LIFESTYLE EVOLUTION

Partnerships are strategic and dynamic collaborations that require continuous focus to create exceptional experiences. We are stewards of the campus experience ushering in the latest insights and innovations that create exciting evolution.



MOMENTUM

n: the strength or force that allows something to continue or grow stronger

A campus with strong momentum has:



Welcoming environments



Engaged students



Right-sized technology & innovations



Assertive financial gains



Every Campus is Unique

Using campus-specific, data-driven insights as the foundation for continuous improvement.

Building strong momentum begins with an understanding of key metrics and trends. Getting to know the needs, motivations, and desires of your students, faculty, and staff is an important step in developing community-focused decisions that drive the campus experience. Sodexo's research tools have the power to initiate collaborative strategy and action planning that increase campus quality of life.

The formula is:

- Identify relevant market drivers and trends
- + Deploy, analyze and apply client-based research
- = Develop and refine an ideal, tailored client solution

CUSTOMER SATISFACTION

These surveys are fielded at least once per academic year with students, faculty and staff on campus. They provide benchmarking and longitudinal analysis of performance and exist for each service line in the portfolio.

CUSTOMER INSIGHT

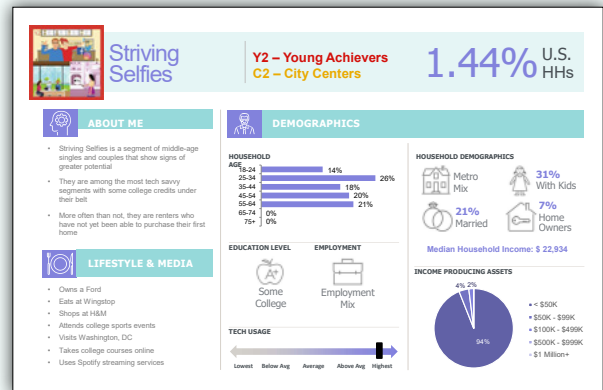
The Solution Design team leads various processes on campus, including strategic review of the entire dining program. We apply quantitative techniques that inform this strategic process. One such application is our survey instrument, which provides insight into purchasing behaviors, preferences, drivers and satisfaction. It also identifies opportunities to drive engagement.

RESIDENT LIFE DATA MODEL

Our Student Living management team uses an evidence-based approach to customize the Resident Life program at each partner site. In partnership with Skyfactor™, we developed a data model that maps each facet of the program to student success. A longitudinal survey is fielded each year to measure efficacy of the Resident Life program and identify programmatic changes that drive student satisfaction.

CLARITAS PRIZM™ SEGMENTATION

PRIZM provides rich insights into every household in the U.S. including demographics, lifestyle and media preferences, shopping behaviors and technology usage. The model incorporates various offline and online data sources to help inform our programming on your campus. Key insights include demographics, lifestyle, purchase and media behaviors to develop an actionable portrait of consumers.






Listening With Intent

Surveys—Focus Groups—Interviews— Social Media Listening

Delivering data-driven tools and analysis is one way Sodexo brings value to our campus partners.

Dynamic campus research provides the foundational insights needed to address consumer needs, particularly during times of campus transitions and evolutions. These insights drive solutions that revitalize dining offers and anticipate future demands, initiating the momentum needed for an impactful dining program.

[Learn more about Social Media Listening on Inspired Thinking](#)



Russell Sage College hosted **focus groups and senior leadership interviews** that found food insecurity was one of their biggest concerns. The current meal plan model did not provide convenient access to food across both of the Russell Sage campuses, causing students to miss out on meals.

This information helped create new flexible, value-added meal plans better designed for the needs of each campus. An **eat> Food Market** was also added for another convenient, on-the-go dining option for spending meal plan dollars.



Sodexo's
partnership
with national
nonprofit



organization Swipe Out Hunger is a unique approach to ending food insecurity on campus. With the introduction of a meal swipe bank on campus, Sodexo invests two meal swipes in the “bank” for every meal plan sold on campus and makes it available for food insecure students. Students also have the opportunity to contribute and give to those in need.

[Learn more about the program on us.sodexo.com](https://us.sodexo.com)



32
CAMPUSES offer
Meal Swipe Banks with
Swipe Out Hunger, a
quarter of Sodexo's
100-campus goal
as of Spring 2022

Enhancing the Student Journey

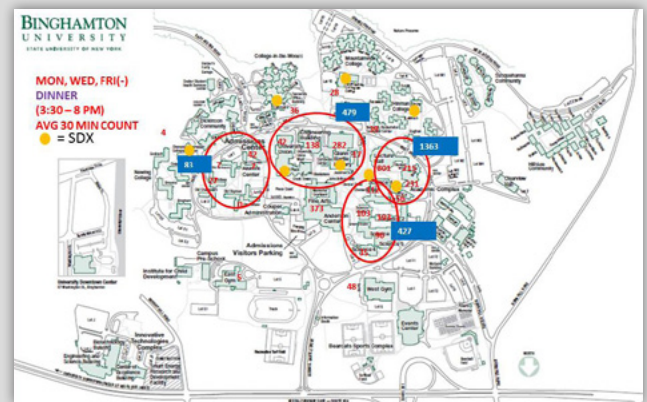
Campus mapping, meal plan capture rate, competitor analysis, and student experience drivers are some of the data insights we collect and use to guide strategic planning.

These data empower campuses to make more informed, consumer-driven decisions that satisfy advancing consumer demands.

Campus mapping allows us to walk alongside our consumers on their day-to-day journey, providing information regarding their on-campus traffic patterns throughout the day and prior to meal times. Understanding these patterns allows us to evaluate current and future dining offers, meal plans, and communication tools to ensure that they best meet customer needs.

Binghamton University used **campus mapping** to identify high traffic areas and the opportunity for serving them during each meal period.

This information, combined with data on dining location seating capacity, parking, and transportation relative to dining locations, helped determine the best location for their new **Starbucks mobile cafe**. Placing this added mobile dining offer in a high-traffic student area gave guests easy access to refreshing Starbucks beverages on their way to and from classes.



BLUEFOX.IO

The Blue Fox patented technology empowers our clients with the tools to increase revenue by engaging with customers on-site. Like never before, businesses and brands are communicating directly with consumers across locations and effectively measuring the customer journey.







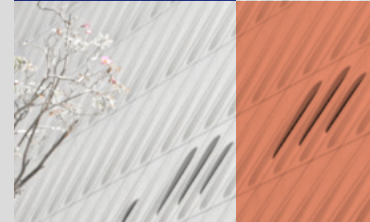
Growing a Modern Brand

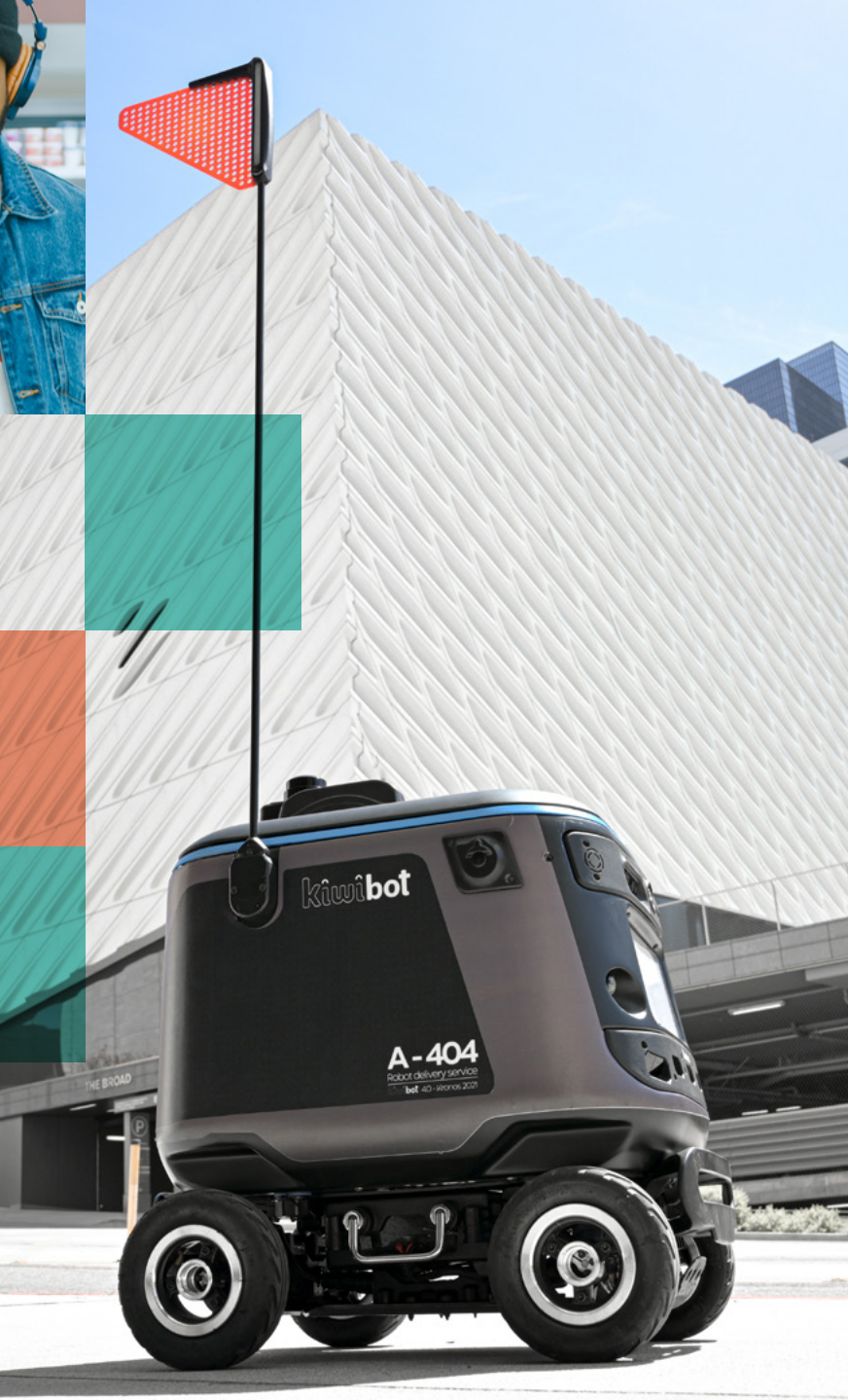
Today's students are constantly in search of the latest technologies and experiences. Bringing these innovations to campus keeps consumers engaged for continued momentum.

Preferences and demands evolve, but Sodexo's partnership will keep your campus one step ahead of the game. Together, we look into the future to anticipate the trends and technologies students crave and apply best practices that make the continuous changes suitable for your campus.

The **University of Denver** was experiencing a period of rapid growth and wanted to leverage next generation technology to scale dining offerings to a changing campus environment. Both the university and Sodexo knew that establishing the campus as a leader in technology and innovation would help recruit, retain, and engage their growing student body.

We worked with the University of Denver and students in a campus entrepreneurship class to develop and pilot **Kiwibot robotic food deliveries**. The rollout has begun with 50 robots at 3 Sodexo accounts and growing, including Sodexo Operations, LLC making a minority investment in Kiwibot. Sodexo currently offers Kiwibot robot delivery at three campuses and will be expanding in 2022 to another seven. This is in addition to the widely deployed Starship Technologies delivery robots.





Collaboration continues with the University of Denver to develop an **automated C-store and pilot contactless checkout powered by AiFi**. This unique offer transforms two small dining halls into a 24/7 shopping experience with snacks, groceries, and prepared foods, all with a smaller footprint and reduced operating costs.

HOW AIFI WORKS:

University of Denver students enter the automated C-Store by scanning a QR code in the Sodexo's Bite app. Once inside, they can shop for whatever they would like - from snacks, to groceries, to grab and go meals and meal kits. Items will be scanned automatically as they exit the store and the cost will be deducted from their meal plan balances. The ability to integrate this exciting technology with the campus card system is an essential component of its success.





Growing Stronger, Together

Part of being a supportive campus partner is offering the resources and solutions that help you grow. There's no time for standing still. Sodexo's use of data-driven insights and strategic research methods is creating cutting edge food, technology and engagement programs driving student success across North America. We are leading the campus lifestyle evolution.



SODEXO

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