

# OMMU INSIGHTS ENGINE

PORTFOLIO PERFORMANCE & OPERATIONAL INTELLIGENCE

## TABLE OF CONTENTS

**THE 30-SECOND PORTFOLIO BRIEF**

**LOCATION ANALYSIS**

Srisun Express Hougang Ave 8

Srisun Express Tampines

Srisun Express Serangoon Garden

**PORTFOLIO LEADERBOARD & PREDICTIONS**

# OMMU INSIGHTS ENGINE

PORTFOLIO PERFORMANCE & OPERATIONAL INTELLIGENCE

## THE 30-SECOND PORTFOLIO BRIEF

The brand patched part of the leak and the portfolio read is improving, but we are still losing guests when food execution and service handling fall apart at store level. The money win is in stronger recent guest sentiment, while the money loss is still tied to walk-aways, weak value feel, and public comparison shopping against nearby rivals.

### Top 3 Brand-Wide Directives:

1. Put managers on live plate checks and handoff checks before every rush so bad food does not leave the line.
2. Audit cashier pricing and portion build today because guests are calling out price mismatch and weak value.
3. Post custom replies for every VIP / Local Guide hit within 24 hours to stop online bleed while the floor gets fixed.

### Store Health & Clickable Index:

Entity	Health Score	Status	Trajectory	Recent Performance
Overall Portfolio	69/100	At Risk	Improving	5 Stars (3 reviews)
Srisun Express Hougang Ave 8	73/100	Stable	Stagnant (No New Data)	0 Stars (0 reviews)
Srisun Express Tampines	76/100	Stable	Stagnant (No New Data)	0 Stars (0 reviews)
Srisun Express Serangoon Garden	79/100	Stable	Improving	5 Stars (3 reviews)

# OMMU INSIGHTS ENGINE

PORTFOLIO PERFORMANCE & OPERATIONAL INTELLIGENCE

**Shift Watch:** Saturday Dinner keeps showing up as a leak point across the brand, with Late Night also dragging service and food consistency down.

**Red Flags & Legal Threats:** No severe brand risk alert is active this week.

# OMMU INSIGHTS ENGINE

PORTFOLIO PERFORMANCE & OPERATIONAL INTELLIGENCE

## LOCATION ANALYSIS

---

### LOCATION: SRISUN EXPRESS HOUGANG AVE 8

---

#### STORE HEALTH & TREND

#### STORE DATA FOR SRISUN EXPRESS HOUGANG AVE 8

- **Health Score:** 73/100
- **Status:** Stable
- **Confidence:** 47%
- **Health Trend:** Stagnant (No New Data)
- **28-Day Baseline (Past):** 3 Stars (29% Positive)
- **7-Day Current (Now):** 0 Stars (0 reviews)
- **Guest Return Rate:** BETTER: We patched the leak and are holding onto our regulars.
- **Current Legal/Safety Issues:** 0

Saturday Dinner is doing two different jobs here. One guest called the maggi goreng fish tikka, maggi goreng chicken, plain thosai, and butter naan a massive hit, but the same shift also got hit for disgusting food and hard execution on mutton satay and chicken satay. There is also a 5-star review where the guest still scored food, service, and atmosphere at 4, so the written love is a little warmer than the sub-ratings.


No staff earned a named high-five and no one was named directly for a write-up, but the service complaint around staff attitude is serious enough to treat Saturday Dinner as a

# OMMU INSIGHTS ENGINE


PORTFOLIO PERFORMANCE & OPERATIONAL INTELLIGENCE


Supervision Void. This is not just a wait-time gripe; the guest said staff attitude spoiled the visit and pushed them to compare the store against another outlet area.


## VIP & PR THREATS (MANUAL RESPONSE REQUIRED)

 **High-Risk PR Threat Detected:** A Local Guide / VIP left a damaging review during **Saturday Dinner** specifically calling out **the service/environment**. Auto-replies won't cut it for this guest. To protect your Google Maps ranking, log in within 24 hours and post a custom response to cool the situation down. We've sent a draft to get you started.

## WHAT BROKE & WHY (STATION ANALYSIS)

 **Kitchen Leak:** On **Saturday Late Night**, the mutton satay and chicken satay were called hard inside and outside, with the guest tying that straight to poor value and saying they would never come back. That is a straight line from bad doneness to lost repeat business.

 **Front Counter Leak:** On **Saturday Dinner**, a guest said 'Attitude staff' and warned others away after calling the food disgusting. When service tone goes bad on top of weak food, the whole visit turns into a public takedown.

 **Full-Shift Leak:** On **Saturday Dinner**, a Local Guide dropped a 1-star hit with silent failures across kitchen, service, and environment. Even without written detail, that kind of all-around miss means the shift felt broken end to end.

## WAS IT THE RUSH OR WAS IT LAZINESS?

Saturday Dinner looks like the real leak because the same shift can produce strong food praise and ugly service and food complaints. That usually means the line is not holding the same standard once the pace picks up, and the floor is not catching bad guest interactions fast enough.

# OMMU INSIGHTS ENGINE


PORTFOLIO PERFORMANCE & OPERATIONAL INTELLIGENCE

## RED FLAGS (SEVERITY $\geq$ 4 OR LEGAL LIABILITIES)

No severity 4 or legal liability alert is active here.

## THE ACTION PLAN (FIXES & QC)

**Inbox Action Required:** No manual inbox action flagged from standard alerts.

**The Action Matrix:** \*  **Floor Alert:** *We took a hit, but the guest didn't leave enough detail to map out a specific station fix. The manager needs to get eyes on the floor and find the leak.\**

## WINS, FIXES & LOST GUESTS

**What's Working (The Growth Playbook):** Saturday Dinner is still the best proof this store can sell good food when the line is on point. Maggi goreng fish tikka, maggi goreng chicken, plain thosai, and butter naan all landed well, and the guest even said the quality justified the cost. The problem is that Saturday Dinner also carries the ugliest complaints, so this store has a consistency leak between one table and the next.

**What We Fixed:** No resolved issue was logged in keywords.

**Guest Walk-Away Risk:** We had 2 guests indicate they are walking away following visits on Saturday Late Night, Saturday Dinner. The primary drivers were tied to: hard satay and chicken execution and staff attitude with poor food quality.

[Back to Top](#)

# OMMU INSIGHTS ENGINE

PORTFOLIO PERFORMANCE & OPERATIONAL INTELLIGENCE

## LOCATION: SRISUN EXPRESS TAMPINES

---

### STORE HEALTH & TREND

### STORE DATA FOR SRISUN EXPRESS TAMPINES

- **Health Score:** 76/100
- **Status:** Stable
- **Confidence:** 20%
- **Health Trend:** Stagnant (No New Data)
- **28-Day Baseline (Past):** 2 Stars (33% Positive)
- **7-Day Current (Now):** 0 Stars (0 reviews)
- **Guest Return Rate:** BETTER: We patched the leak and are holding onto our regulars.
- **Current Legal/Safety Issues:** 0


There is no praise on the board, so all we can say is the leak is centered on mutton murtabak value and a broader Saturday Dinner miss across food, service, and environment. With no positive dish callouts to balance it, this store still needs proof that the line can win a guest back.

No staff were named for a high-five or a write-up. There is also no direct bad staff behavior written out in the reviews, so this is not a confirmed Supervision Void yet, but it is still a shift-control problem because a blank 1-star Local Guide hit means the whole visit felt off.


### VIP & PR THREATS (MANUAL RESPONSE REQUIRED)


# OMMU INSIGHTS ENGINE

PORTFOLIO PERFORMANCE & OPERATIONAL INTELLIGENCE

 **High-Risk PR Threat Detected:** A Local Guide / VIP left a damaging review during **Friday Dinner** specifically calling out **mutton murtabak**. Auto-replies won't cut it for this guest. To protect your Google Maps ranking, log in within 24 hours and post a custom response to cool the situation down. We've sent a draft to get you started.

## WHAT BROKE & WHY (STATION ANALYSIS)

 **Kitchen Leak:** On **Friday Dinner**, the mutton murtabak was called the most expensive they had eaten while barely carrying enough mutton to taste. That is a straight value hit caused by weak portion build, and the guest closed with first and last time.

 **Full-Shift Leak:** On **Saturday Dinner**, a Local Guide dropped a 1-star review with silent failures across kitchen, service, and environment. Even without written detail, that kind of hit tells you the guest did not find one part of the visit worth defending.

## WAS IT THE RUSH OR WAS IT LAZINESS?


Friday Dinner looks like a station discipline problem on portioning, while Saturday Dinner looks like a broader shift-control problem. When a guest pays up and cannot taste the core protein, the kitchen is giving away trust before the meal even has a chance.

## RED FLAGS (SEVERITY ≥ 4 OR LEGAL LIABILITIES)

No severity 4 or legal liability alert is active here.

## THE ACTION PLAN (FIXES & QC)

**Inbox Action Required:** No manual inbox action flagged from standard alerts.

**The Action Matrix:** \*  **Floor Alert:** *We took a hit, but the guest didn't leave enough detail to map out a specific station fix. The manager needs to get eyes on the floor and find the leak.\**

# OMMU INSIGHTS ENGINE

PORTFOLIO PERFORMANCE & OPERATIONAL INTELLIGENCE

## WINS, FIXES & LOST GUESTS

**What's Working (The Growth Playbook):** No praise data is available here, so there is no clean growth playbook to copy yet.

**What We Fixed:** No resolved issue was logged in keywords.

**Guest Walk-Away Risk:** We had 1 guests indicate they are walking away following visits on Friday Dinner. The primary drivers were tied to: weak mutton filling quantity and price-to-portion mismatch.

[Back to Top](#)

# OMMU INSIGHTS ENGINE

PORTFOLIO PERFORMANCE & OPERATIONAL INTELLIGENCE

## LOCATION: SRISUN EXPRESS SERANGOON GARDEN

---

### STORE HEALTH & TREND

### STORE DATA FOR SRISUN EXPRESS SERANGOON GARDEN

- **Health Score:** 79/100
- **Status:** Stable
- **Confidence:** 80%
- **Health Trend:** Improving
- **28-Day Baseline (Past):** 4 Stars (67% Positive)
- **7-Day Current (Now):** 5 Stars (3 reviews)
- **Guest Return Rate:** BETTER: We patched the leak and are holding onto our regulars.
- **Current Legal/Safety Issues:** 0

This store has the strongest upside in the group because lunch and brunch guests are praising the food, variety, ambience, Appam, Thosai, basil chutney, coconut chutney, and friendly staff. But the leak is still real: indian rojak, prata, curry, and late-night maggi goreng service all got dragged, and guests are openly comparing the store against nearby alternatives.


No staff were named directly, so there is no individual high-five or write-up to issue by name. Still, Thursday Late Night is a clear Supervision Void because the review explicitly calls out unfriendly service, a wrong order, and a 40-minute wait, which means the floor let a recoverable problem turn into a lost guest.

### VIP & PR THREATS (MANUAL RESPONSE REQUIRED)


---


# OMMU INSIGHTS ENGINE


PORTFOLIO PERFORMANCE & OPERATIONAL INTELLIGENCE


 **High-Risk PR Threat Detected:** A Local Guide / VIP left a damaging review during **Sunday Late Night** specifically calling out **egg prata, kosong prata, curry, wanton mee**. Auto-replies won't cut it for this guest. To protect your Google Maps ranking, log in within 24 hours and post a custom response to cool the situation down. We've sent a draft to get you started.

## WHAT BROKE & WHY (STATION ANALYSIS)

 **Kitchen Leak:** On **Monday Breakfast**, the indian rojak sauce was called watery and weak, even though the dough and Salted Egg filling got some love. That is the worst kind of leak because the guest liked parts of the item but still walked away over the core sauce.

 **Late-Night Heat Leak:** On **Sunday Late Night**, egg prata, kosong prata, and curry were served lukewarm, and the cashier had to explain a menu pricing mismatch. When food lands cold and the menu board does not match the till, guests stop trusting both the kitchen and the counter.

 **Service Leak:** On **Thursday Late Night**, the guest waited 40 minutes for maggi goreng, got the wrong order, then had to wait again for a replacement while also calling the service unfriendly. That kind of handoff failure burns the whole table, even when the food itself still gets decent marks.

 **Full-Shift Leak:** On **Saturday Dinner**, a Local Guide dropped a 1-star hit with silent failures across kitchen, service, and environment. That says the shift did not hold the line anywhere.

## WAS IT THE RUSH OR WAS IT LAZINESS?

Lunch is winning here, but Late Night is where the store starts bleeding trust. The pattern points to weak heat control, weak order accuracy, and weak front-counter discipline once the pace changes, not a store that cannot cook good food at all.

# OMMU INSIGHTS ENGINE

PORTFOLIO PERFORMANCE & OPERATIONAL INTELLIGENCE


## RED FLAGS (SEVERITY $\geq$ 4 OR LEGAL LIABILITIES)

'Absolutely horrible service. Had to wait 40mins for a maggi goreng? And that too came out not what I ordered.'

'I would cross over to Chomp Chomp to have an old school, piping hot wanton mee which only cost 5.'

## THE ACTION PLAN (FIXES & QC)


**Inbox Action Required:** No manual inbox action flagged from standard alerts.

**The Action Matrix:** \*  **Floor Alert:** *We took a hit, but the guest didn't leave enough detail to map out a specific station fix. The manager needs to get eyes on the floor and find the leak.\**

## WINS, FIXES & LOST GUESTS

**What's Working (The Growth Playbook):** Tuesday Lunch and Thursday Lunch are the cleanest bright spots, with guests praising tasty Indian food, wide variety, friendly staff, strong service, and great food. Wednesday Brunch also gives you a food playbook with Appam, Thosai, basil chutney, and coconut chutney landing well. The warning is that food can win in lunch and brunch while Late Night still loses guests on temperature, speed, and order accuracy.

## THE PRICE TRAP GUARDRAIL

 **Pricing Backlash:** A Price Trap was triggered on a negative review. Do not disregard this feedback just because it is a low-ticket item; customers are signaling that our base execution is so poor it doesn't even justify standard pricing. Fix the standard.

**What We Fixed:** No resolved issue was logged in keywords.

# OMMU INSIGHTS ENGINE

PORTFOLIO PERFORMANCE & OPERATIONAL INTELLIGENCE

**Guest Walk-Away Risk:** We had 2 guests indicate they are walking away following visits on Monday Breakfast, Thursday Late Night. The primary drivers were tied to: weak rojak sauce execution and long waits with wrong-order service failure.

[Back to Top](#)

# OMMU INSIGHTS ENGINE

PORTFOLIO PERFORMANCE & OPERATIONAL INTELLIGENCE

## PORTFOLIO LEADERBOARD & PREDICTIONS

### Store Rankings:

Rank	Location	Health Score	Status	Owner Note
1	Srisun Express Serangoon Garden	79/100	Stable	Best upside in the group, but Late Night still leaks trust.
2	Srisun Express Tampines	76/100	Stable	Portion control on core items needs owner attention now.
3	Srisun Express Hougang Ave 8	73/100	Stable	Saturday Dinner swings too hard between great food and ugly misses.

### CLONE THE BEST MANAGER

Srisun Express Serangoon Garden is the top location. They are doing two things right: they are winning lunch with strong food and friendly staff, and they are giving guests enough variety and ambience to earn repeat praise.

### PREDICTIVE WARNINGS

1. If Saturday Dinner is not tightened up, Hougang Ave 8 will keep turning good food into public walk-aways because service tone and kitchen consistency are not holding together.
2. If Tampines does not fix portion build on mutton murtabak, guests will keep tagging the store as overpriced and first-time visits will keep becoming last-time visits.
3. If Serangoon Garden does not fix Late Night heat, order accuracy, and cashier pricing discipline, the store will keep bleeding guests to nearby alternatives even while lunch keeps looking healthy.

# OMMU INSIGHTS ENGINE

PORTFOLIO PERFORMANCE & OPERATIONAL INTELLIGENCE

## COMPETITOR WATCH (MARKET BLEED)

Guests are openly naming nearby alternatives in bad reviews, especially around Hougang area comparison talk and Serangoon Garden cross-shopping. When guests say another place has better staff, hotter food, or better value, that is market bleed already happening, not a future threat.

---

[↑ RETURN TO TABLE OF CONTENTS](#)