




Advanced POS Fast-Lane Kiosks



Zones modernization solutions expertise helps a major American bakery café chain provide rapid pickup service.

A major American bakery café chain turned to Zones for help introducing a new technology platform designed to revamp the customer experience. They wanted to create a one-stop shop for everything - digital ordering, payment, operations, consumption, and more. Zones worked with the client to acquire, provision and deploy a new line of digital kiosks, powered by Apple® iPad®, to make all of this possible. As a result, the company enjoyed increased business, faster ordering times, and a streamlined process for everyone involved. Moving forward, customers can expect a highly personalized experience, with customizations, order histories, and favorites all at their fingertips.

-  \$200 billion fast-food industry needing provision and install new mobile kiosks.
-  Kiosks are highly visual, a menu builder to assist with accuracy and fast ordering on future visits.
-  Integrated technology-driven approach and produce enviable results in sales and utilization.

Challenge

- Introduce technology for digital ordering, payment, operations, and consumption to create an enhanced guest experience for to-go and eat-in customers.
- Provide better ease of use, particularly for millennials.
- Overhaul the bakery-café's restaurant pager system that notifies customers when their food is ready.

Solution

- Zones services included the acquisition, provisioning, and deployment of Apple® iPad® fast-lane kiosks for dine-in and to-go customers.
- New capabilities for digital ordering, payment, and store operations.
- Refined pager system notifying customers when their food is ready.
- Zones managed deployment and on-site installation at widely distributed store locations.

Results

- Increased average order size.
- Reduced ordering time by linking to the company loyalty program and Apple Pay™.
- Streamlined dining experience.
- Personalized experience – Guests can save customizations, past orders, and "favorites" for easy ordering on their next visit.

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The Challenge

For decades, the \$200 billion fast-food industry has relied on a system that often results in long lines at cash registers and drive-thru windows. But now one national bakery café is raising the bar on customer satisfaction by using mobile technology to enhance customer service.

To accomplish this, Zones needed to provision and install new mobile kiosks. The fast-lane kiosk is much more than a simple payment system – it's an integrated, comprehensive, end-to-end solution that reduces wait times, improves order accuracy, and minimizes or eliminates crowding. It does it all while delivering more personalized customer experiences. Zones also undertook a 36-month overhaul of the bakery-café's restaurant pager system, which notifies customers when their food is ready.

The Solution

Zones provided the technology behind the fast-lane kiosks, including the tablet devices that enable customers to place dine-in and to-go orders. The mobile kiosks are available in addition to cashier stations, so that wait time is reduced for all customers.

Fast service is one significant change that is sure to be appreciated by customers. Other noticeable perks:

- Kiosks are highly visual, easy-to-use, and include a menu builder to assist with order accuracy.
- Customers can save custom orders, past orders, and "favorites" for easy, fast ordering on future visits.
- When linked to the company's loyalty program and Apple Pay™, customers can enjoy an even faster ordering experience.
- Food is delivered right to dine-in customers – no waiting in lines – by an associate using an electronic table finder.
- To-go customers sitting in the pick-up area can keep an eye on the order-status monitor that provides real-time information as orders are prepared and completed.

The Solution (continued)

Zones coordinated the acquisition, configuration, and deployment of the mobile fast-lane kiosks, and coordinated a complex supply chain that included:

- Configuration of Apple® iPad® devices.
- Provisioning and management of product inventory.
- Oversight of the deployment master schedule, which starts when devices go to the Zones integration lab for configuration.
- Consulting and capabilities around optimizing mobile device management.
- Coordination of delivery and on-site installation services.
- Onsite equipment testing and problem resolution.

The Results

In September 2015, Restaurant Business selected our client as the Tech Accelerator of the Year, the restaurant industry's top technology award.

They are being recognized for setting a new benchmark with the technology solution provided by Zones that extends from a mobile app to self-ordering kiosks.

"Its integrated, technology-driven approach has helped make 'frictionless' service a pillar of the fast-casual experience, resetting customers' expectations around speed of service and producing enviable results in sales and utilization." says Kelly Killian, group editor of foodservice for Winsight Media, the publisher of Restaurant Business magazine.

“Zones' kiosk solution completely transformed the way we do business. Customers appreciate the quick and painless option for placing their orders. Thank you, Zones!**”**

– Director of Innovation, American Bakery-Café

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