

Stratix Helps Large Restaurant Franchise Company Transform Operations and Enhance Customer Experience

Streamlining Back-of-House Operations for Enhanced Efficiency for Franchisees

The Challenge

One of the largest quick-serve restaurant companies in the U.S. wanted to supercharge the long-term growth of its corporate-owned and franchise locations with faster service and improved customer experiences.

The company's brand reputation depends on convenience, speed, efficiency, and excellent customer engagement. It aimed to upgrade its technology in order to enhance operations, increase customer satisfaction, and be even more competitive.

To improve, it decided to start by upgrading and standardizing back-of-house operations across hundreds of locations.

The company did not have the expertise and internal resources to deploy the solution at the scale required. It needed a partner that could kit, configure, and deploy thousands of devices and deliver them out-of-the-box ready to both corporate and franchise stores. It also required an easy way for franchisees to order what they needed.



The Solution

The Stratix team worked with the company to design the right back-of-house solution for restaurants using Apple® iPad® paired with IPORT CONNECT PRO® stands. Next, we built a custom online portal to give franchisees an eCommerce-like way to select and order equipment with just a few clicks. The portal included company branding and an exclusive URL.

Users see product and service catalogs with devices, accessories, and complete end-to-end managed services.

Next, our advanced Mobile Integration Center kitted and configured them using our automated provisioning tool with ready for and apps for restaurant operations.

The devices were delivered out-of-the-box-ready to each restaurant for immediate deployment. To ensure everything went smoothly, the experts on the Stratix help desk were there 24/7 to assist with any questions.

The Result

The customer expressed high satisfaction with both the speed of the deployment and the quality of support it's getting from Stratix. With the new back-of-house solution in place across hundreds of locations, they are seeing operational improvements with the new Apple devices. It's also leveraging enhanced data to make better strategic decisions around staffing and inventory. The project went so well that the company is already moving towards using iPad for other use cases like line busting and plans to purchase thousands more devices.