

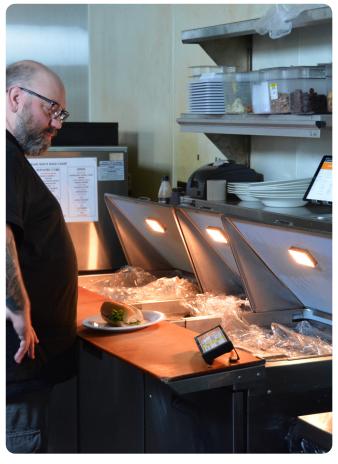
The Challenge

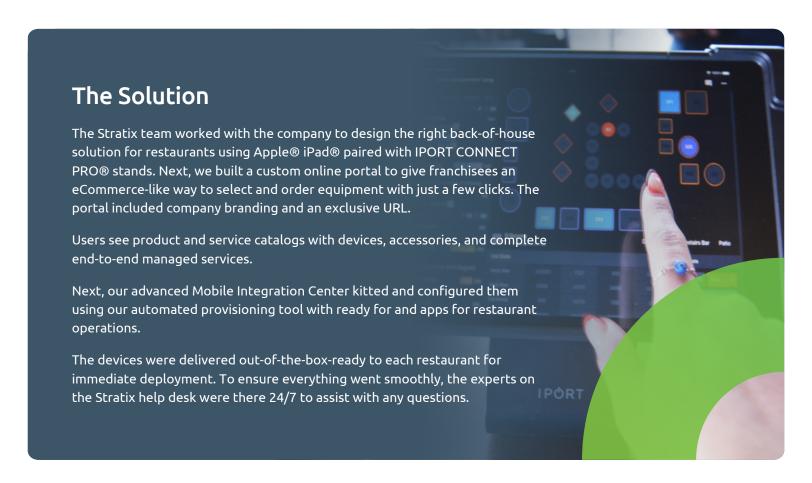
One of the largest quick-serve restaurant companies in the U.S. wanted to supercharge the long-term growth of its corporate-owned and franchise locations with faster service and improved customer experiences.

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 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.

