

Keeping Fast Food Fast:

Drive Thru Timer Systems are
the Key to Good, Fast Business

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Introduction

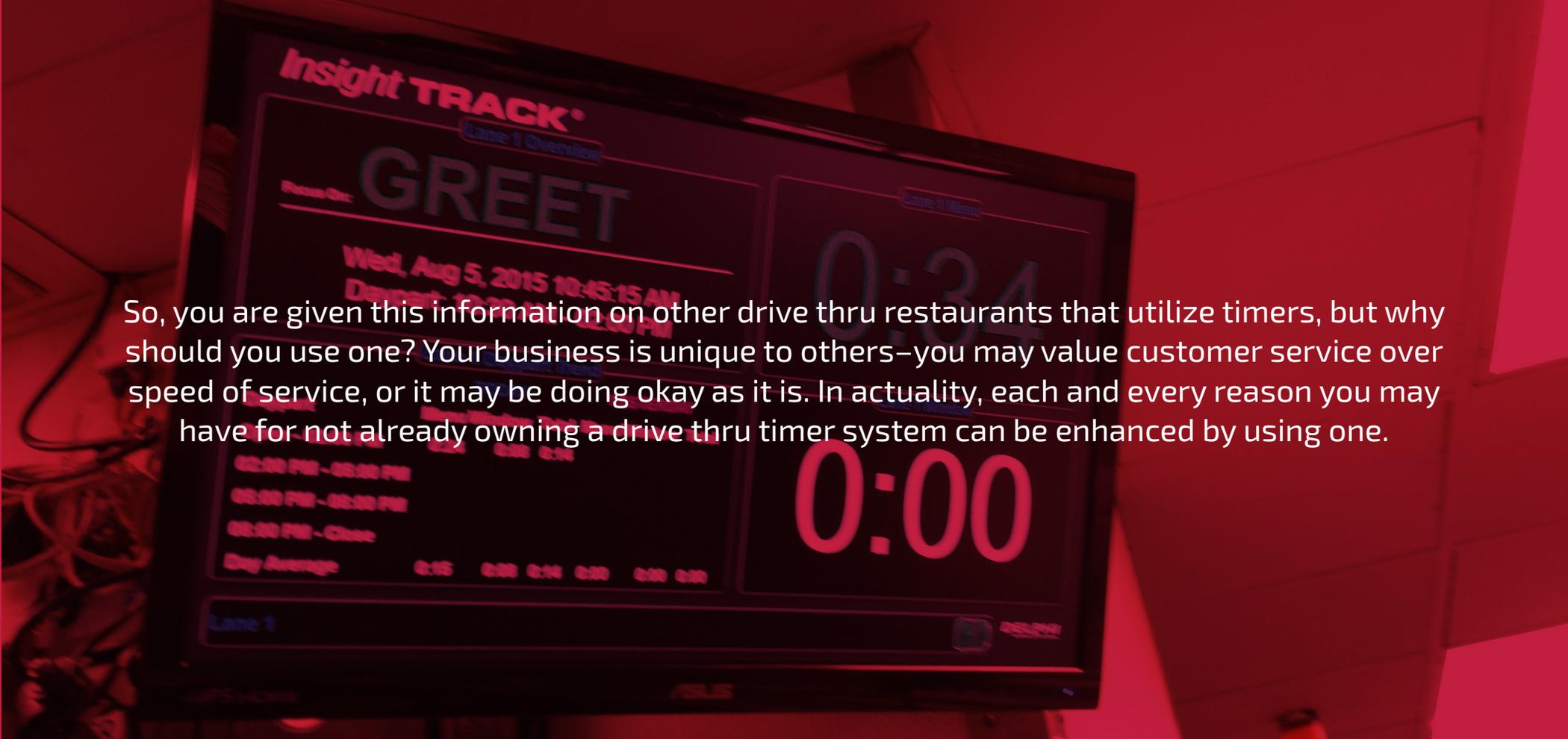
Drive thru restaurants are going through a technological shift in how they engage with their customers. Interactions are going digital while point of sale occurs on mobile devices. Unique experiences are replacing uniformity throughout restaurant chains. Sustainable resources and quality are winning over availability and quantity.

Yet, through all of these changes, a drive thru restaurant's core premise for existence still remains the same: get food, fast. Trends in what is ordered and how it is ordered continue to evolve, but the basic reason for Quick Service Restaurants, or QSRs, is in its name: for quick service. This e-book is dedicated to keeping fast food fast, using a drive thru timer system to monitor the drive thru's strengths and weaknesses.

This two-pronged business intelligence is a game-changer for business owners and is only growing in popularity. In fact, Better Buys recorded 85% of business leaders feel BI drastically changes how they conduct their businesses. Forbes ranked BI dashboards and reporting as one of the most critical factors for enterprises in 2017.



Taking these facts and applying them to the QSR industry, we can see the correlations between timer systems and effective business models. QSR Magazine's Drive-Thru Performance Study, released in 2017, gathered data from the nation's leading drive thru restaurants to compare which brands were most successful at certain aspects. Two studies stood out from the rest: Arby's maintained the lowest number of average vehicles in their drive thru lines, while Raising Cane's clinched the lead for lowest overall drive thru time. Arby's and Raising Cane's both utilize timers in their drive thrus, as well as many more listed in QSR Magazine's Drive-Thru Performance Study.



So, you are given this information on other drive thru restaurants that utilize timers, but why should you use one? Your business is unique to others—you may value customer service over speed of service, or it may be doing okay as it is. In actuality, each and every reason you may have for not already owning a drive thru timer system can be enhanced by using one.

Need even more benefits of investing in a timer system? See what they are in the following pages.

Get instant Drive-thru Feedback.

Why that's helpful:

Every second counts in a drive thru, especially during a daypart rush. Viewing instantaneous feedback as to why something may be slowing the business down is crucial to picking up slack and increasing revenue. An effective timer system allows crew members who are actively in the drive thru to spot the “low hanging fruit” in terms of operational errors or how certain actions affect productivity, noticing issues while they are small before they become too big to mitigate during a rush period.



Identify bottlenecks and what problems are in your line.

Why that's helpful:

Finding bottlenecks are helpful at both crew and corporate levels.

As a crew member, gaining visibility into bottlenecks lets you identify and see a recurring issue in a given time frame. For example, as a crew member, you may get an alert from the timer's dashboard to focus on the menu station. You learn that the team member at the menu station isn't trained on a specific procedure, and you rush to the rescue to complete a customer's order, in turn teaching your team member the correct course of action.

As an operator, you can see if there are any bottleneck trends over a daypart or series of days, or if there is a process that habitually slows your operation down. For example, from an operator's perspective, you may see that the presenter's time is consistently slow every day in your timer report. You investigate and learn that the soda lids are inconveniently placed far from the soda machine, which wastes almost three seconds per beverage order.

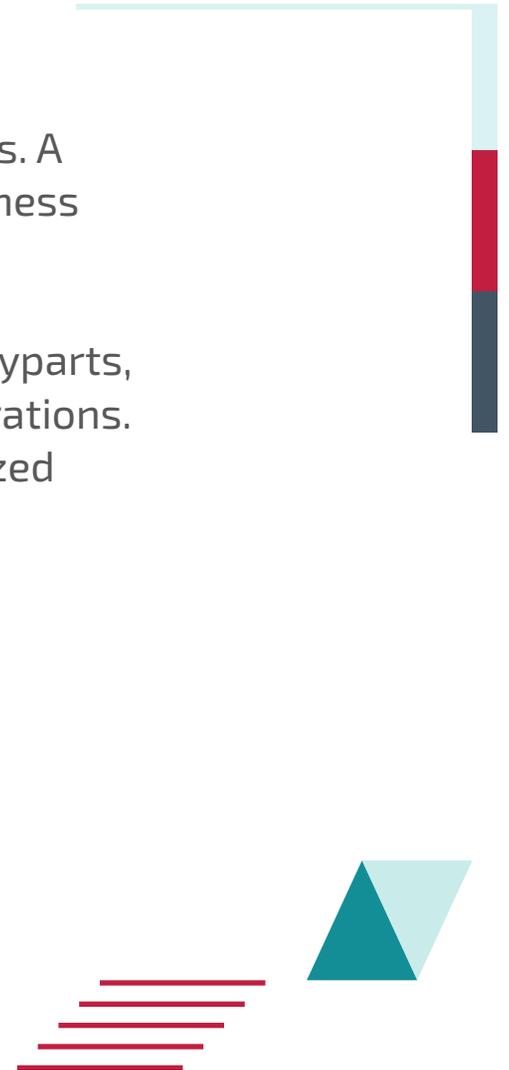


Have complete visibility to every operation.

Why that's helpful:

Savvy business owners are always analyzing and improving their business. A timer system's reports provide analyses and visibility that leverages business owners to make thought-out decisions backed with historical trends.

From recording data on certain events to displaying trends throughout dayparts, a good timer report can make sense of a drive thru's daily to monthly operations. Timer systems give you complete control over your franchise with organized reports that walk you through how your business(es) are performing.

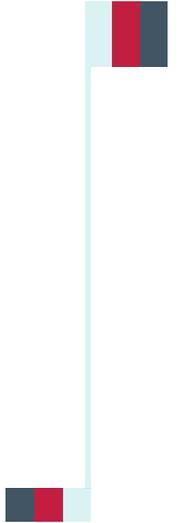


Manage with cloud-based computing.

Why that's helpful:

Accessibility is crucial to the always-moving drive thru restaurant. Store operators should be able to access their timer system's frontend and backend BI, to make practical decisions and monitor what goes on in daily productivity.

As well as accessibility, the cloud can be used as an influential tool for transparent leadership and decision making. If your staff is over/underperforming, the numbers on your dashboard and timer reports will show it. You can maintain an equal-opportunity workplace with a non-discriminatory timing system, giving managers the proper tools to make smart decisions with their crew. With a timer system, employees can place their trust in hard work, because that work will be displayed on the restaurant's dashboard accordingly.





Fast food and quick service restaurants have an unbreakable principle: *fast food*. An effective timer system helps facilitate this core value with around-the-clock monitoring, actionable real-time data, and detailed reports. While there are still so many technological changes being made to the drive thru, you can count on a timer system to always reinforce the main reason the industry *exists*.



Thank you.

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