

TRG



Hungry for Efficiency:

Tackling QSR Issues with Technology



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/ INTRODUCTION

Challenges impact QSRs left and right as customers demand for more speed, more personalization and more service.

Quick Service Restaurants (QSRs) are often favored as American dining institutions. Collectively known as ‘fast food,’ these establishments provide plentiful opportunities for anyone to sample a slice of cuisine—from burgers to burritos—and get back to work, return home or continue on their journey. Beyond satiating hunger and feeding cravings with familiar logos, QSRs promise convenience and rapid fulfillment. They efficiently and effectively give customers what they need, when they want it.

In today’s on-demand world, it would appear that QSRs are positioned to thrive. But, while customers may want their food quickly, they also want the freedom to order their way, personalized attention, and seamless experiences. As the lines continue to blur between eat-in and delivery, fast casual and quick service, in-app purchases and curbside pickup, consumers now expect frictionless food options and unparalleled convenience—all without sacrificing rapid, accurate service.



/ A LONG MENU OF EXPECTATIONS

This adds pressure to QSRs to deliver excellent customer experiences, in an industry where poor interactions can be brutal on the bottom line. **A recent survey discovered** that just one negative experience results in consumers reducing or stopping spending with that brand 51% of the time—and the figure jumps to 60% for fast-food restaurants. It can be a high-pressure situation for QSR employees as well; the same survey found restaurant workers have the worst morale (along with cashiers) among frontline workers and feel a lack of support to do their jobs well.

Frequently, speed is a key determining factor in the quality of service for QSRs and can influence where many decide to eat. Research shows that three-quarters of all fast-food diners **expect their order in five minutes or less**. While 27% said the maximum wait for food should be 2-3 minutes, for 7% of respondents, 'quick' actually means instantaneously—there shouldn't be any waiting at all. In the same survey more than a third (36%) admitted switching preferred establishments due to wait times.

Technology innovations, in part forged during the pandemic, have given QSRs a variety of options when it comes to ordering, pickup and drive-thru. New store formats have followed, with smaller footprints and in-store dining areas, enabling more drive-thru and off-premise pickup opportunities. This all coincides with **recent NPD/CREST data** showing nearly 80 percent of restaurant traffic is from carry-out, drive-thru and delivery—for QSRs the ratio is even higher (86%).

/ NEW SOLUTIONS, NEW PROBLEMS

In response, many brands have instituted loyalty programs and mobile apps to entice customers for return or frequent visits with rewards, secret menus and gamification. These can not only drive traffic, but gives the brand insight into customer choices and the consumer potential personalization options. **Nearly 50 percent of customers used at least one restaurant loyalty program in 2023**, and about 80% said they would join one if offered by their favorite local restaurant. Executing such programs properly, however, remains a challenge for many businesses.

To increase customer loyalty and lifetime value, QSRs and fast casual restaurants must consistently deliver timely, empathetic and effortless support customers expect and remember that every interaction matters. Today we're exploring four of the critical problems preventing QSRs from delivering these experiences.

Zebra provides the technology solutions that enhance the customer experience and elevate the operational efficiency of QSRs. **TRG's unique implementation offerings** accentuate these solutions to help fuel improved customer loyalty and dining satisfaction. Together, they help QSRs clear the hurdles standing in the way of success.

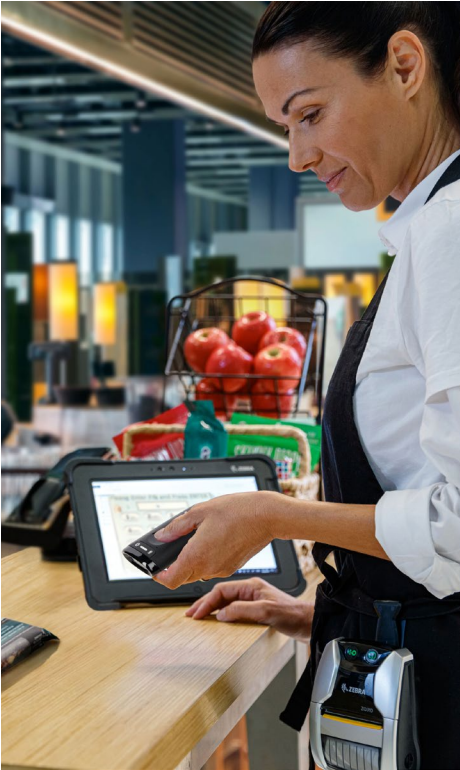
Let's dig in.

Problem 1 – Labor Shortage Mishaps

It's no secret that labor shortages are affecting many industries today, and restaurant staffing is no exception. Finding enough personnel to account for food prep, inventory management, customer service and order taking, and delivery of the finished order is a challenge widespread across the QSR sector. And when staffing levels are thin, mistakes are more likely to happen. For QSRs, this is most often reflected in slower customer throughput—especially during peak hours—and inaccurate orders.

We've already discussed the time on order delivery demands placed on QSRs today, but order accuracy is nearly as important to customer satisfaction. With drive-thru, carry-out and delivery options making up the vast majority of sales, making sure those orders are correct before leaving the store is essential. When faced with an order that was incorrect or missing food items—even for delivery through apps like Uber Eats—**66% of customers place blame on the restaurant**. Even worse, 20% say they wouldn't order from that establishment again.

With drive-thru, curbside, pick-up and patio making up a huge portion of the revenue stream for QSRs, the value of efficiency and accuracy in this area is of the utmost importance. Valuable customers are on the line with every order; how are you ensuring their needs are met quickly and reliably?



/ THE SOLUTION: STREAMLINED ORDERING

Zebra provides everything for QSRs to create self-service solutions for in-store customers, checkout systems for team members to use in outdoor areas, and mobile POS (point of sale) components to conduct linebusting for crowded drive-thru lanes. You'll be able to more quickly and accurately serve customers inside and outside your location with:

- Purpose-built enterprise tablets
- Mobile ordering systems
- Integrated printers

Zebra mobile solutions ensure employees can take orders on the fly and increase the total number of customers served during peak hours. Armed with these tools, QSRs can speed up the ordering process, ensure order accuracy, and minimize wait times. It all adds up to improved customer satisfaction and convenience.

Problem 2 – Getting Closer with the Customer

With the emphasis on speed and efficiency, it can be difficult for QSRs to deliver the personal touch that consumers are looking for in all their purchasing experiences today. Not only does the in-and-out nature of fast food make it difficult, but many QSRs fail to deliver any personalization to the dining experience due to a lack of historical customer data or preferences.




It's here where loyalty programs, reward cards and brand app development have given QSRs a path to progress. While originally created to simply reward customers for repeated purchases, these programs now offer a way to develop deeper relationships with customers. The business can learn more about what their consumers prefer, and in return the customers can enjoy a level of personalization—such as specials on frequent buys, recommendations, and more—they didn't have access to before.

While successful loyalty program development positively affects the bottom line—loyalty programs boost members' visit rate and **the amount they spend by 18-30%**—it only works if a robust solution is in place to process the program. Interacting with the program could only lead to frustration, however, without seamless integration in the store, on their phone and in the drive-thru line.

/ THE SOLUTION: ELEVATED DIGITAL LOYALTY PLATFORMS

Data capture and loyalty program tracking are made easy with Zebra's line of barcode scanners. Whether corded or cordless, these 1D and 2D barcode scanners are built to anticipate challenges and work in a variety of environments. Whether as part of an ordering system at the counter, or on the move serving customers in the drive-thru line, these high-performing barcode scanners are critical for customers in seamlessly accessing their reward and loyalty programs.

Zebra technology empowers QSRs to process mobile coupons and loyalty cards effortlessly, creating a more personal experience while collecting data that can be further used for additional personalization, such as:

-  Customer preferences
-  Tailored menu recommendations
-  Personalized promotions
-  Special offers and deals

Problem 3 – Managing All the Lettuce

It shouldn't be a surprise that many QSR chains and locations struggle with inventory management. They may lack the personnel to attack it effectively and outdated processes make it a tedious and time-consuming process that draws resources away from better serving customers and improving service. For these reasons and more, **over half of QSRs (60%) don't conduct regular inventory counts.**

With low operating margins, owners/operators are looking to manage labor and decrease waste to improve their bottom line. Increasing cycle counts that take less time with a higher degree of accuracy will provide visibility to drive down waste without increasing labor. Better inventory management also impacts the quality of food. Incoming shipments are properly tracked and stored, current stock is easily identified and replacements ordered ahead of time so customers never hit the frustration of ordering something that isn't available.

QSRs need greater inventory visibility and automated processes are simple to integrate and use.

/ THE SOLUTION: RFID IMPLEMENTATION FOR VISIBILITY

Zebra's range of RFID solutions—including handheld readers, RFID antennas and printers, and more—deliver real-time inventory tracking with up to 99% accuracy. They also make inventory management less resource-intensive, saving time and labor costs. Inventory check-in, inventory counts and manually entering the data for these processes typically take up hours each week. With an integrated RFID system, that time spent is reduced by up to 90%.

Beyond simplifying and streamlining inventory management, RFID technology from Zebra also offers additional downstream benefits, which all positively impact the customer experience:

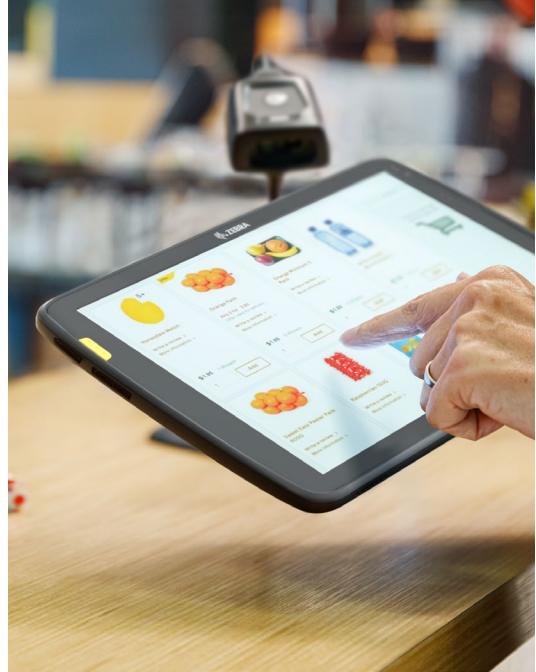
- Ingredients are always in stock-and fresh
- Avoid menu item unavailability
- Reduces food waste
- More efficient kitchen operations

Problem 4 – Unresponsive Service

Working in any fast food establishment, especially during peak hours, will test one's endurance for chaos. With new customers coming in, or lining up in the drive-thru, orders being taken, cooked and delivered—and customers demanding convenience and speed above all else—it is easy for employees to be overwhelmed. They might find themselves trying to complete more tasks than they have hands available.

In these circumstances, even the most dedicated employees may become delayed, disconnected or unresponsive. The problem is only heightened if the technology in place for employees isn't optimized or—in a worst-case scenario—inoperable or underperforming.

What QSRs need is technology and systems that enhance the ability for employees to deliver the experiences customers want. They need mobility solutions that are not cumbersome for employees to use and give them the flexibility to multitask when the crush hits. Getting and keeping the team's hands as free as possible should be the goal of any forward-thinking organization.



/ THE SOLUTION: INTEGRATED YET HANDS-FREE DEVICES

Empower your staff with Zebra's wearable computers and hand-free technology that integrates easily with your operations. From wrist-mounted computers to power mobile POS efforts and headsets for critical drive-thru communications to wearable bluetooth scanners, this range of solutions give your staff real-time information—while allowing them hands-free range of movement.

With these solutions, employees are able to respond to customer needs promptly and efficiently. These tools support employee efforts, which leads to:

- Front and back-of-house operational improvements
- Creating a seamless and enjoyable dining experience
- Customer attraction and retention

Hungry for More?

Quick-service restaurants are guided by one principle: the customer is always right. And today's customer wants personalized service and options, wants their order to be right, and they want it all right now.

With Zebra QSR technologies and the endpoint expertise of TRG, you can facilitate a holistic strategy that delivers on all counts. We help you scale your operations and ensure fast and satisfying guest experiences. Decrease wait times, improve food quality, speed up inventory counts and increase overall guest satisfaction.

TRG and Zebra: A Comprehensive Partnership

- Reliability from the get-go with deployments and hassle-free rollouts of all technology
- Maintenance and support ensure uninterrupted experiences, operations and tracking
- Reverse logistics services like repairs and spares pool management complement Zebra solutions to ensure devices are always working and ready
- Onsite services and UEM keep your staff empowered and responsive to customer needs

With **TRG and Zebra**, you can improve customers' experience and optimize operations. It's what we do.

ABOUT ZEBRA

Zebra is committed to empowering teams with the mobility and insight to deliver at the cutting edge of excellence. More than just providing intelligent hardware, Zebra offers solutions that give organizations complete visibility to make smart, nimble decisions about what action to take now, and how to plan for tomorrow.

[LEARN MORE](#)

ABOUT TRG

We're a global, privately owned managed services provider that manages the full lifecycle of every enterprise endpoint. We provide the most comprehensive, device-agnostic managed endpoint solutions for any enterprise organization looking to streamline operational efficiencies.

[GET STARTED](#)