



ZEBRA



## REDEFINE THE GUEST EXPERIENCE IN YOUR QSR WITH PERSONALIZED SERVICE

**Increase customer satisfaction, repeat visits and revenue per visit with Zebra's indoor locationing solution — MPact Platform for Mobile Marketing**

### **The challenge: satisfying every guest on every visit, despite growing wait times**

In the quick service world, each guest who walks into the restaurant or uses the drive-thru has the same expectation: to get in and get out fast. The clock starts ticking the moment guests arrive. Yet fast food meals and orders are becoming more complex, which means more time to prepare. While you ask your workers to up-sell to increase revenue, the resulting larger orders also increase order size and prep times. And peak times, such as lunch and dinner, always present a challenge. The result? Time spent waiting in line inside the restaurant and in the drive-thru is increasing. Typical drive-thru wait times jumped forty seconds from 2013 to 2014 — the longest average time in 17 years.<sup>1</sup> While that might not seem like much, a survey reveals that guests are only willing to wait three minutes before they begin to get frustrated — and for every minute a guest waits, the likelihood of receiving a dissatisfied survey increases by 25 percent.<sup>2</sup> With the competition just down the street, long waits and poor service experiences can result in more walk-aways and drive-aways, fewer return visits — and lost revenue.

### **The solution: deliver a new level of personalized service with indoor locationing**

Zebra's MPact Platform for Mobile Marketing helps solve all these issues in your quick service restaurant (QSR). This leading indoor locationing solution allows you to leverage your Wi-Fi and beacon networks to deliver the ultimate in service for every guest on every visit through the one device virtually every guest has in hand — their personal mobile phone. You'll know the moment a guest pulls into the parking lot, who is in the restaurant and who is in the drive-through line at any time. You can automatically greet customers by name, offer discounts on the items that guests buy most frequently and invite guests to pre-order and pay to eliminate the need to wait in any line.

### **The results: increased customer satisfaction and retention — and more revenue per visit**

The result? No more waiting in line inside the restaurant or at the drive-thru, decreasing overall wait times and helping you deliver orders inside the magic three-minute window. Customer satisfaction and retention rates increase. Revenues increase from upselling — and the fact that customers who pay for goods with their mobile devices tend to spend twice as much.<sup>3</sup> And since only MPact allows you to use your Wi-Fi guest network as well as your Bluetooth® Smart beacon network, you can forge a valuable personal wireless connection to the most possible guests and maximize your return on your investment in these indoor locationing technologies.

# Where can you put MPact to work in your QSR? Everywhere.

With MPact, you can take the right action at the right time, allowing you to cater to your guests' needs from the moment they arrive to the moment they leave — taking the guest experience to a new level.



# Applications for every area in your QSR.

From the parking lot and the drive-thru to the front door, inside and outside dining areas and more, you'll have the visibility you need to take the right action at the right time, every minute of every visit.



## AT THE ENTRANCE

### Greet customers by name as they enter the restaurant.

MPact allows you to automatically send a personal greeting the moment a guest arrives.

### Deliver personalized coupons.

Automatically deliver personalized coupons based on past purchases as well as point balances for any point-based programs.



## INSIDE THE RESTAURANT

### Mobile ordering from the table — no more waiting in line.

With MPact, QSRs can invite guests to take a seat and order and pay right from the table through their smartphone. If the guest has a standing regular order, it can be presented to make ordering even easier and faster. In addition, complementary items or items that may not be on the order can be automatically presented to guests — such as drinks or dessert. Since MPact allows staff to see which guest is at which table, orders can be delivered the moment they are complete — service is fast and food is fresh, and no time is spent waiting in line.



## IN THE DRIVE-THROUGH AND PARKING LOT

### Mobile pre-ordering — no more long drive-through lines.

Loyalty app customers can order and pay for their order from their smartphone while at home, work, or on route to the restaurant. A beacon or Wi-Fi access point out in the parking lot will detect when the guest arrives, and notify restaurant staff when a guest arrives and where they are parked, allowing a runner to promptly deliver the right order to the right car. Guests can also park and order instead of enter the drive-through line. And regardless of whether a guest pre-orders before they arrive, orders from a restaurant parking space or enters the drive-through line, QSRs can present prior orders for easier ordering, personalized coupons and complementary items, such as dessert. The result? Faster service. Shorter drive-through lines. And larger orders.



## THROUGHOUT THE FACILITY

### Encourage customer feedback on every visit.

While it's typically difficult for QSR organizations to get feedback from their customers, MPact makes it easy. Once customers leave the restaurant, they receive a personalized good-bye, asking if they'd like to provide feedback. Restaurants can also reward guests for their feedback with a mobile coupon for a discount on their next visit.

### Enable instant enrollment in your mobile app.

Increase loyalty program membership by offering guests the opportunity to sign up for your mobile app with a few finger presses.

### Promote new menu items.

Send information on new items along with a photo to help promote awareness and sales for new additions to your menu.

## FIVE KEY MPact COMPONENTS

MPact has everything you need to deploy a robust locationing solution, from high performance beacons and access points that you can use inside and outdoors to tools that make it easy to deploy beacons and integrate your loyalty app, plus software that provides easy to understand rich real-time analytics.

### MPact Locationing and Analytics Software

Our HTML5 highly graphical user interface turns complex, rich location information into relevant real-time actionable information that allows you to take guest engagement to a new level of personalization. Data can be pulled or pushed at any time based on definable triggers. Beacons can be grouped into categories and subcategories for richer control over visitor metrics. And with REST APIs, MPact information can be combined with data in other backend business systems to maximize the value of your locationing investment.

### MPact Beacons

Our family of beacons can be deployed in a variety of modes. And SecureCast™ protects user privacy and ensures beacon security by encrypting beacon data with AES 128, an industry-standard key-based encryption algorithm.

### WING 5 Access Points

Our comprehensive portfolio of access points provides high performance secure wireless networking plus locationing — presence, zone and position.

### MPact Client Software Development Kit (SDK)

The MPact SDK makes integrating with existing mobile loyalty apps easy. This complete kit provides sample applications, documentation and a library of clients that enable communications between the MPact beacons; iOS or Android-based smartphones or other Bluetooth Smart-enabled mobile devices in the hands of your guests; your loyalty application; and the MPact Locationing and Analytics Server.

### MPact Installation Toolbox

This simple-to-use highly graphic mobile application makes deployment of MPact beacons (Bluetooth Smart tags in MPact hybrid mode) fast and easy. Just install the application on an iPad®, identify the locations where you want to install MPact Beacons on an electronic property map in the application and scan the beacons as they are placed — no technical expertise is required.

## SOLUTION BRIEF

### MPACT PLATFORM FOR QUICK SERVICE RESTAURANTS

1. 2014 Drive-Thru Performance Study. *QSR Magazine*. Retrieved from <http://www.usatoday.com/story/money/business/2014/10/06/fast-food-drive-thru-times-restaurants-mcdonalds-taco-bell-wendys/16644673/>
2. 3 Minutes: the Sweet Spot for QSR Customer Wait Times; April 22, 2015; Delaget. Retrieved from <https://www.delaget.com/blog/2015/04/3-minutes-sweet-spot-qsr-customer-wait-times/>
3. Mobile Payment Users Spend Twice as Much; March 12, 2014; Mobile Commerce Daily; Chantal Tode; <http://www.mobilecommercedaily.com/mobile-payment-users-spend-twice-as-much-report>

