

QSR empowers restaurants with connected in-store, online and mobile information

By Rae Gibbons for *Nation's Restaurant News* Custom Media

At the heart of every restaurant is a bustling, prepping, baking, grilling, frying, plating, garnishing extravaganza otherwise known as the kitchen. Embedded in almost every task that takes place in the kitchen is information critical for operating the entire restaurant. What if this data could be managed and captured and used – delivered to team members in the form of actionable information in order to help streamline day-to-day activities? And what if that information could be leveraged in the front of the house – and even for guests themselves, via the internet and mobile systems, so they could have access to actual wait times and reservations?

QSR Automations, developer of hospitality automation software and hardware to foodservice environments including table service, quick service, fast casual, deli, bar, concession, pizza and delivery, provides the answers with its ConnectSmart Hospitality Automation Solution. ConnectSmart, which is currently interfaced to more than 40 different point-of-sale systems, enables effective communication between the front and back of the house, resulting in improved accuracy and efficiency, reduced errors and costs and, ultimately, enhanced guest satisfaction. QSR's ConnectSmart includes kitchen automation, seating and wait list management, in-store and online call-aheads, in-store and online reservations and guest messaging.



From the back of the house to the front, QSR's ConnectSmart links everyone on the team with actionable, real-time information to deliver the best guest experience.

ConnectSmart Architecture

Front of House

Hostess Mobile

ConnectSmart puts teams in action with a portable line-busting and status-updating solution that runs on the Apple iPod Touch.

Hostess Stand

ConnectSmart guarantees accurate wait times while capturing reservations and call aheads via the phone or the Web. It also enables guest check in and guest alerts.

Floor

ConnectSmart automates table management through a variety of functions including quick views of a table's status anytime during the meal; accurate wait times and to-go quotes; and guest and server alerts.

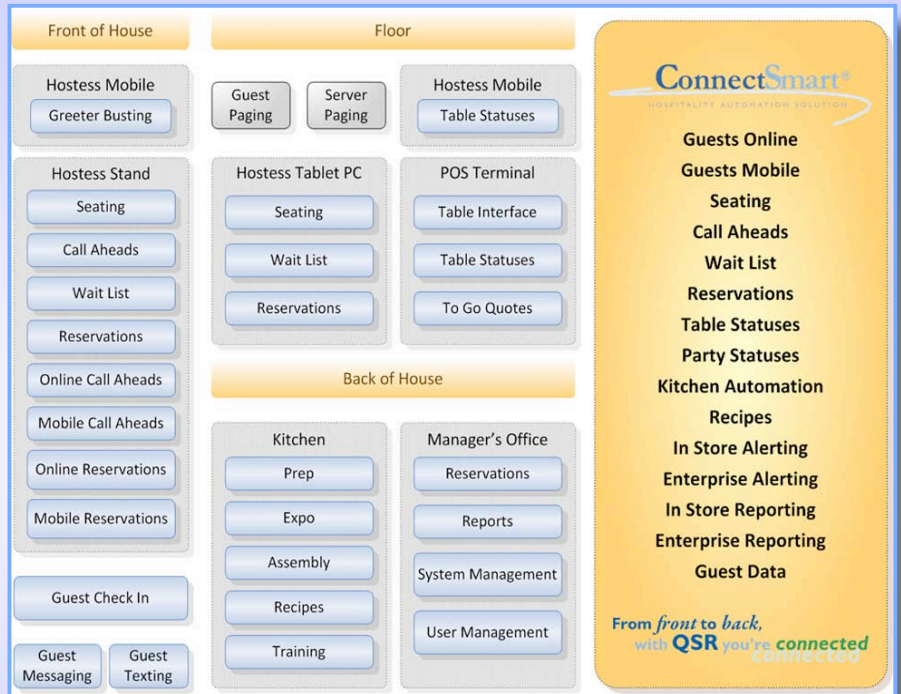
Back of House

Kitchen

From training to plating, ConnectSmart automates the progression of each menu item and ensures that food is delivered at the highest possible quality.

Manager's Office

ConnectSmart's reporting capabilities provide access to real-time, historical and raw data via detailed reports and dashboard views. The solution enables communication between the front and back of the house, giving team members a comprehensive view of the restaurant at any time.



Starting with the heart of the restaurant

Delivering quality food as fast and fresh as possible is the bane of every restaurant. With varied preparation/cook times, it is an ongoing goal to ensure that hot food is served hot and cold food is served cold – and served by smiling team members.

With QSR's ConnectSmart Kitchen (CSK) solution, the guesswork (and costs associated with printers) is eliminated, and communication between kitchen stations and between the kitchen and front of house team members is automated and refined. CSK provides a graphical interface along with powerful delay routing capabilities, which displays individual items from an order at specific kitchen stations based on cook times, ensuring that orders are plated simultaneously so that food goes out of the kitchen in a timely fashion and at the right temperature.

The graphical element of CSK is one of its key features because it gives operators complete control over their display screen real estate. The CSK can also display recipe pictures with assembly and plating information. Two of the customizable views available with the CSK include the AccuPrep View and Tabbed Views.

The AccuPrep View works in conjunction with CSK's delay routing to manage the cooking and plating of both main and side items. AccuPrep protects food quality because it prevents side items from being plated too early. Tabbed Views allow the user to turn one physical display station into multiple stations.

For example, if the expeditor wants to see if an item from the grill is about to be ready, they can touch the tab for the grill station and see how much time is left before that item is ready. Up to eight tabs can fit on any screen.

From the chef to the expeditor to the server to the manager, the CSK enables every team member to see what is happening with any order at any time.



ConnectSmart can also display recipe pictures with assembly and plating information.

Maximizing connectivity

ConnectSmart continues its flow throughout the restaurant with QSR's ConnectSmart Hostess for seating and wait list management. With Hostess, QSR offers a totally integrated solution that links front of house activities with the kitchen to ensure the most accurate wait times while successfully managing and capturing the total guest experience.

Hostess not only allows users to capture and view critical guest information – such as preferences, past visits and special events – it also provides real-time intuitive graphical views of where each table is within their meal, including drinks, appetizers, main courses, check printed and table cleared – as well as the status of items as they are being prepared in the kitchen.

Critical for restaurant success, the ConnectSmart solution ensures rich reporting capabilities, offering real time and historical data via dashboard views and detailed reports, as well as access to raw data. With ConnectSmart, restaurant operators can capture the entire guest experience for immediate and ongoing analysis. And with a connection between the front and back of house, every team member can act on information as it is available. For instance, important kitchen alerts can be provided at the hostess stand, and vice versa.

Pushing connectivity through the restaurant to the guest

Picture this scenario: A couple is on their way to your restaurant for dinner. The woman uses her mobile phone to visit the restaurant's website, and enters the wait list through QSR's ConnectSmart WebAhead Mobile solution, being quoted a 40-minute wait. They arrive at your restaurant and find their name in QSR's ConnectSmart GuestConnect kiosk notifying the hostess stand they have arrived. GuestConnect notes that their wait time is now 25 minutes.

The couple sits at the bar. They look up at the ConnectSmart GuestView digital display that is mounted on the wall and see their name listed alongside their wait time for a table. They have approximately 20 minutes before they are seated, which is right in-line with what they were previously quoted.

A minute later, the screen changes and shows tonight's drink special: martinis, which the woman decides to order while they wait for a table. As they are finishing their drinks, the woman's mobile phone vibrates, and a text message shows that their table is ready. So the couple heads to the hostess stand to be seated.



Your guests can relax knowing exactly how much time they have before their table is ready. Plus, your hostess stand won't be overwhelmed with questions about wait times.

In addition to the CSK, Hostess, WebAhead Mobile, and GuestView, QSR's sophisticated line of products, which make the above scenario possible and can be purchased separately or together, include:

- ConnectSmart WebAhead – Enables online call-aheads and real-time accurate wait times via the Web. Guests easily add their names to a wait list, which leads to guest loyalty and reduces host-stand frenzy.
- ConnectSmart WebReserve – Powers online reservations, which are completely branded with the restaurant's own branding, helping to fill tables and retain guests. The data entered online is fully accessible by the hostess and is captured in the same database as all other ConnectSmart applications. With ConnectSmart WebReserve Mobile, a guest can make a reservation via their mobile phone.
- ConnectSmart Reservations – A powerful in-store solution driving table utilization and guest loyalty while capturing guest data. Also entails flexible inventory and booking rules, and the ability to view by table group or seat count.
- ConnectSmart Enterprise – Enables users to build, capture, view, track and search a guest database – shared by all ConnectSmart applications and restaurant sites – for targeted marketing and increased guest loyalty.

Providing information when and where it counts

Constantly growing its offerings in order to help its customers maintain a competitive edge, QSR has developed an exciting mobile application for use with its Hostess solution – ConnectSmart Hostess



Mobile, which utilizes iPod Touch hardware by Apple. Putting team members in motion, Hostess Mobile allows users to greet guests, enter them into the wait list and change the status of a table from anywhere within the restaurant.

To further complement its best-of-breed ConnectSmart solution, QSR is introducing a robust team member solution, ConnectSmart TeamAssist, which enables operators to create, maintain and present key information for in-store team members. TeamAssist can be used in-store or as an enterprise solution, and includes the ability to share recipes, input nutritional information and access a repository of training information. TeamAssist provides a user-specific dashboard for accessing an organized warehouse of recipes and training videos, as well as maintenance tasks. With TeamAssist, the same raw input data is presented differently for different users. For instance, a prep chef will see graphical cooking information while an assembly chef will see graphical plating information for the same menu item – and both chefs will see a full ingredients list.



QSR's commitment to connectivity resonates throughout its in-store, online and mobile solutions. For more information visit their website at www.qsrautomations.com