

Limited-Service, Unlimited Possibilities

QSR SmartChain

Vendor Resources

Trends

New Products

IN THE MIDDLE OF THE LOOP



Restaurants benefit from improvements to drive-thru solutions

Protecting
Equipment
Investment

Sound Technology
Boosts
Communication

Marketing
at the
Last Minute

McDONALD'S

Last-Minute Marketing

Outdoor signage can offer an upsell opportunity in the drive-thru line.

Encouraging the customer to increase their order is essential to building sales and increasing profits. The drive-thru lane presents a different challenge than inside the restaurant, and reaching the customer just as they are ready to order can offer a significant opportunity for upselling. A cashier verbally suggesting additional items after the initial order is made can lead to hesitation and confusion on the part of the customer and slow down the line. Instead, special signage can offer an automatic upsell opportunity before the customer reaches the order point.

FlashRight Displays provides signage that shows a flashing message that offers customers the chance to add to their order while they are in the drive-thru line. The sign shows FlashRight's Hi-Impact message, which grabs the attention of the customer at the point of purchase when they are most likely to make that buying decision. For example, it could read, "2 Pies for \$1," or "Fresh Baked Cookies 3 for \$1," or offer a promotion for a new product, says Pete Monti, president of FlashRight.

FlashRight Displays can be attached to any existing order-confirmation display or menuboard system. A product insert panel and a graphic surrounding panel offer messaging that can prompt customers to add a specific menu item to their order. The patent-pending design of the display allows panels to be easily interchangeable, and the message can be shifted depending on the items featured. This keeps the marketing fresh or easily adaptable to season or time of day. Custom graphics and colors are available from FlashRight Displays, in addition to other marketing support kits and hardware.

FlashRight Displays can increase impulse purchases on featured items an average of 40 percent.

"Our customers are seeing a significant bump in sales," Monti says. "In addition, there are many suppliers who want to participate in the program and these offers can be co-opted."

Monti says the FlashRight Displays program offers a featured spot in the drive thru where restaurants and suppliers alike can come together and provide a promotion that will provide a lift in sales. The program is a win-win-win for headquarters, franchisees, and suppliers.

Since entering the digital menuboard field 12



years ago with its VisionQuest product line, **The Howard Company** has watched the digital trend grow from modest promotional video screens to full-blown menu displays showing dynamic and static content. Restaurants now have a multitude of choices in screen size, visual displays, and programming options unavailable only a few short years ago.

Key to the VisionQuest product line is its all-inclusive package of screens, computers, and software, making the conversion from traditional menuboards to a digital system a relatively simple process. The Howard Company brings its expertise in providing high-quality indoor digital systems to the drive-thru lane with the DT Choice Digital Drive-Thru Board. Keeping its tradition of giving restaurants options for their drive-thru lanes, The Howard Company offers outdoor digital screens in one, two, or three panel configurations. The digital drive thru operates on the same software as the indoor system, and can be managed either locally or remotely.

"With both indoor and outdoor digital systems available from The Howard Company, restaurants are now able to take full advantage of quickly changing menu content locally or globally in a matter of minutes," says Doug Watson, Howard Company president and CEO.

The Drive-Thru QSR product suite offered by **NCR Corporation** includes order-confirmation displays, indoor and outdoor digital menuboards and signage, and drive-thru timer technology.

NCR's flagship drive-thru product for quick-service restaurants is the Accuview Order Confirmation System. Accuview combines a

number of features, including backlit LED technology to enhance LCD viewing in direct sunlight and provide greater energy efficiency and longer product life. In addition to improved accuracy and speed, Accuview displays items ordered, prices, and running totals with the power of suggestive marketing to increase average ticket totals.

Increasingly, the drive-thru processes are moving towards a marketing focus, says Dennis Davidson, vice president of Specialty Hospitality at NCR Corporation.

"Order confirmation systems are shifting in their purpose a bit," Davidson says. "Traditionally, order confirmation has been used almost exclusively as an operations tool to improve order accuracy and speed of service."

Another trend is the consolidation of hardware and software into an easy to manage, enterprise software solution. NCR has merged the worlds of order confirmation and digital signage by combining the operational functions of Accuview with the enhanced marketing abilities of Vitalcast digital signage. The integrated solution offers better messaging capabilities and the ability to have a more personalized, one-to-one marketing contact with customers at the drive-thru. This can also aid in upselling by making communication easier.

"Recently, some brands' marketing organizations have become a stakeholder where LTO and upsell use cases are gaining traction in the overall order confirmation content," Davidson says. "Brands are working to inject these content offerings to improve revenue without compromising speed of service."

RESULTS

THAT CAN'T BE IGNORED

Increase your drive-thru sales **everyday**



Quite simply, **FLASHRIGHT**TM
Suggestive-Sell Displays
are proven performers.

Easily installed, simple to change message and dependable for years. Increase sales in your drive-thru immediately.

- Develop Co-op Programs with Suppliers
- Create Impulse Purchases
- Fast Return on Investment
- 24/7 Suggestive Selling

Your message
RED in a Flash..!

PERFORMING IN OVER 8000
LOCATIONS ACROSS THE NATION
*The suggestive-sell display that
features a new product or special to
every drive-thru guest.*

