



CASE STUDY

QSR ORDERING SOLUTIONS

Established in 2011, BurgerFi International, Inc. (Nasdaq: BFI, BFIIW), is among the nation's fastest-growing better burger concepts with 124 BurgerFi restaurants domestically and internationally. BurgerFi was named Best Fast Casual Restaurant in USA Today's 10Best 2022 Readers' Choice Awards for the second consecutive year, third place in Fast Casual's Top 100 Movers & Shakers list in 2022, and was recognized for its high-quality meat by Eat This, Not That.



Case Study

GRUBBRR & SAMSUNG KIOSKS INCREASE AVERAGE TICKET SIZE AND REDUCE LABOR DEPENDENCY

THE PROBLEM

The concept is chef-founded and is committed to serving premium, all-natural burgers and sides. BurgerFi's menu also includes high quality wagyu beef, antibiotic and cage-free chicken offerings, fresh-cut fries and custard shakes and concretes. In addition to serving fresh, quality food, BurgerFi is also a digital nomad.

In an effort to modernize and keep up with consumer demands, BurgerFi searched for digital solutions to power their business and landed on GRUBBRR, an industry leading provider of self-ordering technologies.

THE SOLUTION

In order to test the effectiveness of self-ordering technology to decrease operating costs, minimize the dependency on labor, increase revenue and provide customers with a better experience, BurgerFi and GRUBBRR deployed a pilot program at four different BurgerFi locations.



AVERAGE
TICKET SIZE
INCREASED BY

18.5%



RESULTS

The findings of the pilot program validated that GRUBBRR had a material impact on BurgerFi's business. As a result, GRUBBRR has been selected as BurgerFi's self-ordering technology solution provider. GRUBBRR is in the process of deploying their solution at all of the BurgerFi corporate locations (17), and will subsequently begin their efforts with franchise locations. The results of the pilot program are listed below:

Kiosk Adoption Rate

50-75% of all in-store orders
were placed on a kiosk

Upsell Rate

40-60% of orders taken at a kiosk
resulted in an upsell selected

Average Ticket

Kiosk sales were **18-20% higher**
than orders taken by employees

Almost immediately, GRUBBRR has transformed the way that customers order at BurgerFi. Customers now have an option to place their order seamlessly without interacting with cashiers using GRUBBRR technology, and this has freed up cashiers who can be reallocated to food production or to enhance the customer service experience. The kiosks at BurgerFi absorb up to 133 orders per day on average, accounting for 75% of total orders placed in the store and 78% of net sales.

With many delicious options to choose from, customers can take their time using a kiosk to review their options without feeling rushed. According to feedback from BurgerFi, customers enjoy the easy to use hardware and software to place their order without extra steps. Viewing high quality images of menu items in a guided ordering experience works for them whether they're first time customers or regulars.

Research from the Harvard Business Review shows that consumers spend on average 12%-22% more when they order with their eyes or by touch.

The Samsung Kiosk powered by GRUBBRR uses innovative upsell technology to increase average ticket size at BurgerFi by 18.5%, with 52% of customers opting into the upsell. This means that consumers are presented with an option to add an item to their order that corresponds with what they are currently ordering for every transaction.

For example, if a customer is ordering a burger, they may be prompted to add a side of fries or dessert for an additional fee. If a customer is ordering a salad, they may be prompted to add a healthy beverage to complement their meal. In this way, GRUBBRR technology increases revenue by prompting consumers to spend more with each ticket.

According to Karl Goodhew, Chief Technology Officer at BurgerFi, "From an operator perspective, we like the upsell features of the kiosk. From a technology perspective, we like the ability to offer our entire menu, have real-time 86'ing tied into the POS, and enterprise control of multiple units."

78%

**NET SALES
FROM KIOSKS**

75%

**TOTAL ORDERS
PLACED ON KIOSKS**

Karl also notes that GRUBBRR kiosks have been critical to maintaining operating costs. "Kiosks make sense from a financial perspective in that they are less than the all-in-cost of a POS solution and do not require a cashier. The upsell on the check means that we're seeing more revenue per customer and deflecting the labor to spend time on value-add customer service rather than just taking an order."

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Karl Goodhew
BurgerFi CTO

The one-time cost of a kiosk is a fraction of the price of carrying an employee. On average, a cashier at a quick-service restaurant open 15 hours per day will cost more than \$6,000 per month (with all associated carrying costs). In contrast, the Samsung Kiosk powered by GRUBBRR performs all of the functions of a cashier at a fraction of the price.

In addition, kiosks always show up, don’t call in sick, and are ready to work 24/7/365. Replacing cashiers with the Samsung Kiosk powered by GRUBBRR can move that staffer to the production line or other areas, increasing throughput and driving more revenue.

GRUBBRR technology has also improved the customer experience at BurgerFi. The Samsung Kiosk powered by GRUBBRR streamlines operations, eliminates ordering errors, and allows BurgerFi to implement integrations, such as loyalty programs and discount codes, that reward consumers.

GRUBBRR’s loyalty integrations enable businesses to capture data intelligence about consumer history, including most recent orders, to execute suggestive selling and communicate more efficiently with the consumer. Using GRUBBRR technology, restaurant operators add value back into the consumer experience and encourage repeat visits.

Learn how GRUBBRR’s self-ordering solutions can increase revenue and streamline your operations.

“Samsung’s Kiosk powered by GRUBBRR’s software solution with Samsung’s MagicInfo Cloud, provided an all-in-one solution for BurgerFi that delivered stronger business results and signaled a best practice when it comes to the future of QSR dining trends,” said Harry Patz Jr., Senior Vice President and General Manager, Display Division, Samsung Electronics America. “The pilot program was pivotal to BurgerFi’s decision to standardize Samsung’s kiosk solution so that they could deliver a seamless customer experience, eliminate ordering errors, and allow for easy integration of loyalty programs and discount codes.”

At BurgerFi, the Samsung kiosk integrates seamlessly into their existing POS system, thereby enabling data flow through existing integrations (such as their BI tool and POS reporting). BurgerFi can then use the reporting features from the enterprise portal to tie the performance against the set KPIs and benchmarks for success. The direct integration of the kiosk into the POS means BurgerFi does not have to maintain another system of record, which helps in their audit scope.

It is also important to note that GRUBBRR is a platform and not a custom built solution for each restaurant, which has saved BurgerFi time and money. The uniqueness of GRUBBRR’s platform means that a restaurant can elect for either some or all of their self-ordering solutions.

Because the GRUBBRR UI/UX is so intuitive, customers seem to have no problems using the kiosk. Similarly, operators are successfully using GRUBBRR’s backend portal, which enables in-depth reporting and device management. BurgerFi is supported by GRUBBRR’s customer service team, which is available 24/7 and is dedicated to ensuring that BurgerFi’s transition to self-ordering technology is a great success.

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