

Advanced Kitchen Automation Systems Help Franchisees Improve Service

| by Todd Baker Jr.

Buffalo Wild Wings franchisees nationwide have realized the benefits and convenience of automated kitchen display technology. This solution helps ensure consistency, food quality and optimum ticket times. After installing the appropriate software and hardware, restaurant operators find they are running better ticket averages and higher volumes than operators who still run paper systems.

Automated kitchen display technology helps members of a restaurant's staff work together more efficiently by organizing workloads, improving productivity and delivering better, more effective service. Its popularity in the U.S. is based on all these benefits and ultimately increases profits. The system helps make a difficult and demanding job easier, enhancing the performance of even the least-experienced employees.

Comprehensive, fully integrated solutions include innovative software and durable hardware designed with the rich feature sets and high reliability needed to excel in the demanding pace of a restaurant. The solution includes the following components:

Kitchen Display: robust software solutions which are definable for your specific restaurant operation.

Recipe Viewer: easily manage and graphically present key recipe information in the kitchen and beyond.

Table Management: efficient seating and accurate wait times for all kinds of guests: walk-ins, in-store call-aheads, online call-aheads and those who make reservations.

Restaurant Reservations: in-store, online and mobile reservation options to build guest loyalty and capture guest data.

"Since implementing the 24-7 Total Solution, including point-of-sale system along with kitchen automation and video systems, we have been able to more effectively and efficiently service our customers. These systems are extremely user friendly. It takes almost no time to add menu items and change timing schemes. It allows us to be more accurate with giving guests their real-time ticket times for carryout orders and allows us to help manage our tables. These systems give us an easy and effective way to manage our loyalty program, as well as making it almost flawless to track what our fundraiser groups spend by category. I am extremely happy with the results, while I am at the same time wishing that I would have made the switch sooner."

*-Trey Woessner
Owner*

Arvada Wings, LLC, Arvada, Colo.

Restaurant Hardware:

purpose-built devices which are reliable in the harshest kitchens and at the busiest hostess stands.

By adding a kitchen display solution, Buffalo Wild Wings® franchisees also gain access to critical production data in real-time and historical formats, empowering their in-

restaurant and corporate team members with information needed to further enhance the guest experience.



Check out the testimonials from BWNFA members who have purchased QSR Automations® solutions from authorized reseller 24-7 Hospitality Technology. 24-7 is a vendor partner of the BWNFA and has served the hospitality and restaurant industries for more than 35 years. Based in Geneva, Ill., 24-7 has installed systems in more than 200 BWW locations and offers year-round technical support to its customers.

“We’ve been on paper systems since I started with our Buffalo Wild Wings® group, and when looking at the kitchen video systems in the past, they seemed inefficient. With our new store opening we decided to put in QSR’s kitchen display system through 24-7, and it has been great. Now I dread having to go into the kitchens at our other stores during a rush and dealing with the uncontrolled chaos of paper tickets after using QSR’s kitchen display solution.

We are running better ticket averages with higher volume than our established stores, and the food going out is leaving hot and fresh instead of sitting in the window for five or more minutes while waiting for the burger with the order to finish cooking. We are now able to look at what each station is doing and effectively manage our problem areas by finding which employees can keep up and which can’t. It has also made it calm, organized and quiet.”

*-Bret Robertson
Director of Growth & Development
Stauffer and Associates, South Bend, Ind.*



Todd Baker Jr. is president of 24-7 Hospitality Technology and has worked for some of the leading software vendors in the retail and hospitality industry. After graduating with his MBA from Loyola University Chicago, Baker worked as a vice president for Innovative POS Technologies, as a national account director for HSI and as a national account manager with NCR Corporation to industry leaders Hyatt Hotels and McDonald’s. In these roles, Baker gained invaluable experience in implementation, project management, software development planning and major account sales of POS systems.