SMART LOCKERS

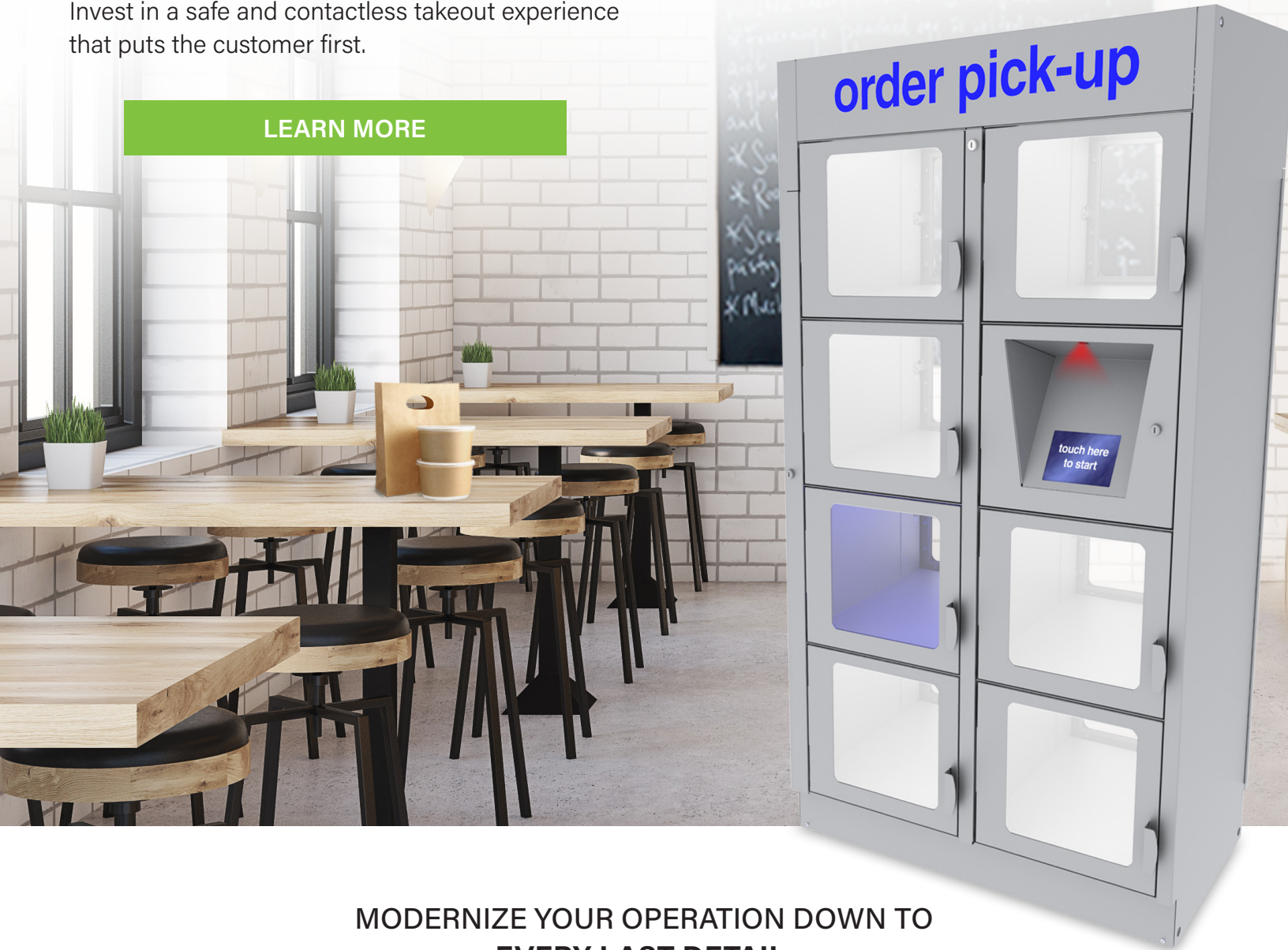## AND THE FUTURE OF ORDER PICKUP

AND A QUICK SERVICE RESTAURANT'S DIGITAL TRANSFORMATION

FOOD LOCKER SYSTEM

THE FUTURE OF ORDER PICKUP

Invest in a safe and contactless takeout experience that puts the customer first.

LEARN MORE

order pick-up

touch here to start

MODERNIZE YOUR OPERATION DOWN TO **EVERY LAST DETAIL.**

CONVENIENCE IS KEY
Cultivate customer loyalty with uncomplicated pickup.

ONE SYSTEM, BETTER BUSINESS
Seamlessly integrate your existing KDS or POS.

CUSTOMIZABLE TO YOU
Customize cubicles to your unique branding and colors.

IN THIS ISSUE

why SMART LOCKERS
are the future of order pickup

Katie Kochelek, Marketing Specialist | Frank Mayer and Associates, Inc.

With recent data showing a significant growth in click and collect sales over the past year, it's no surprise that innovative technology like smart locker systems has gained momentum as a convenient solution for both customers and businesses alike.

Not only are quick service restaurants rolling out food lockers at their locations, but Amazon has been offering customers a secure place for packages to be delivered for years now with its Amazon Hub Locker program.

With companies focused on nurturing the customer experience as well as mitigating labor and cost challenges, smart locker systems will be a solution on a growing number of business strategies.

What is a Smart Locker System?

Smart lockers are an electronic storage and distribution solution with built-in technology that automates the purchase, notification, and retrieval process. While popular in the QSR space, they also provide benefits to other industries, including retail, hospitality, cannabis, education, and more.

Using an electronic locker system is simple.

In most use cases, customers place an order through a register, mobile device, or kiosk, and the order is immediately communicated with a business's back-end system. Once complete, the order is assigned a locker, and through text or email, the locker's software application alerts the customer it's ready. A unique PIN or QR code allows the patron to then open the corresponding locker door and retrieve the order.

Watch a short video detailing the process in a QSR setting.

Key Benefits of Smart Locker Solutions for Customers

While self-service's adoption rate before 2020 was already steadily growing, the pandemic only sped up its acceptance as customers sought out contactless shopping experiences for safety.

Smart lockers offer shoppers and patrons the convenience synonymous with self-service. Without relying on an employee, customers can place an order, skip the line, and simply pick up their items when notified. This seamless process not only minimizes face-to-face interaction but reduces the chance of a stolen order or mix up.

In addition, lockers are favorable for programs like equipment rental, package delivery, grocery pickup, and more.
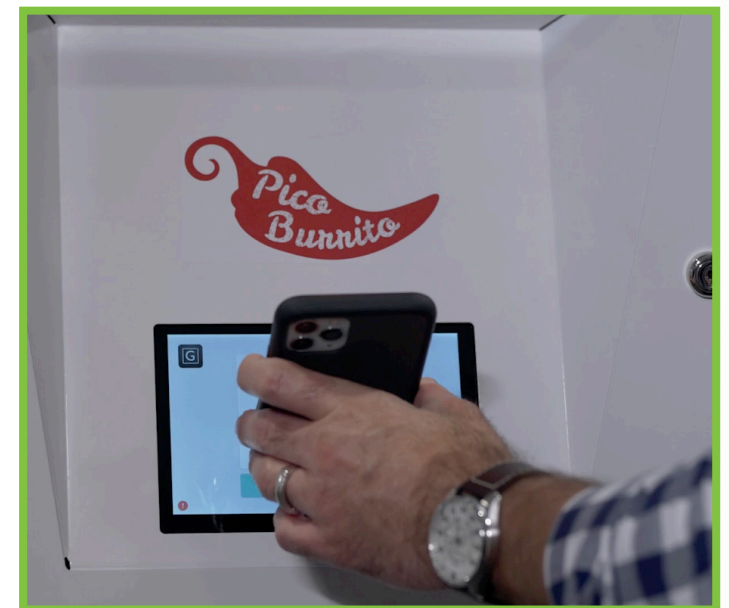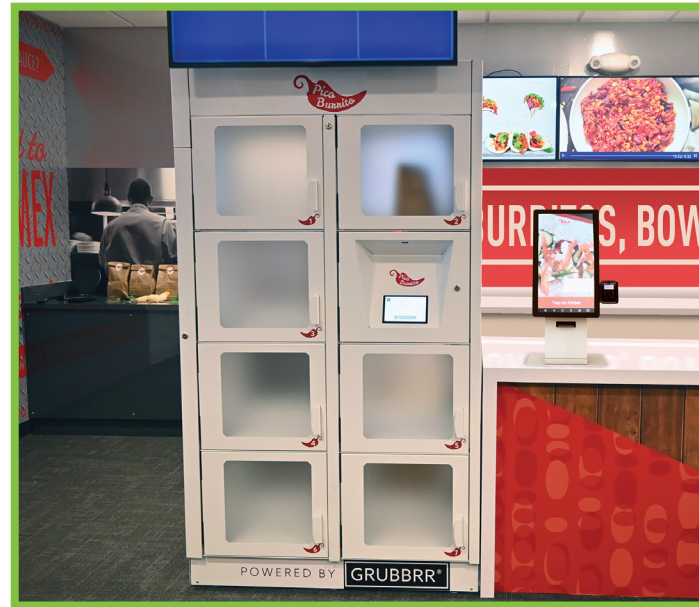
Further, lockers can also provide a safe storage solution, which makes them beneficial for places like theme parks or malls where people want to store valuables in a secure location.

Advantages of Smart Locker Systems for Businesses

While customers can benefit from their convenience and safety, businesses also profit from contactless lockers included in their operations plans.

As quick-service restaurants and retailers struggle to fill labor gaps, smart lockers provide a solution to save on costs and reassign current employees to other important tasks.

"With businesses struggling to hire employees to fill entry level jobs today, locker systems paired with mobile and self-service kiosk options can substitute for many responsibilities once covered by staff," says Dave Loyda, Strategic Business Development Manager at Frank Mayer and Associates, Inc. "They reduce labor overhead and redeploy employees to higher-level duties."

Additionally, lockers also offer patrons an efficient transaction process that removes customer experience destroyers like long lines, increased wait times, and order inaccuracies.

Adding Lockers to Your Business Strategy

Smart locker systems have created a lot of buzz, with self-service solutions topping businesses' to-do lists as a result of encouraging customer response toward new technology as well as heightened safety concerns during the pandemic.

With locker systems helping restaurants and retailers focus on customer satisfaction and addressing operational challenges, now might be the right time to learn how a locker system could advance your business, too. «

Smart Lockers: Where Do I Start?

Smart lockers offer advantages to multiple industries. First, determine your objectives. Do you want to:

- Shorten your wait times?

- Offer customers a convenient place to pick up a package?

- Allow store patrons to skip the checkout entirely?

Next, talk with a specialist who can walk you through the locker's capabilities, customization options, and software details.

For more information about Frank Mayer and Associates, Inc.'s turnkey smart locker solution and the customizable GRUBBRR software behind it, visit our smart locker page.

FEATURED DISPLAY

PGA TOUR SUPERSTORE

PGA TOUR Superstore Studio Fitting Cabinets

Looking to make in-store updates, the **PGA TOUR Superstore** looked to Frank Mayer and Associates, Inc. to create a studio fitting cabinet that could serve multiple functions and meet the client's original objectives.
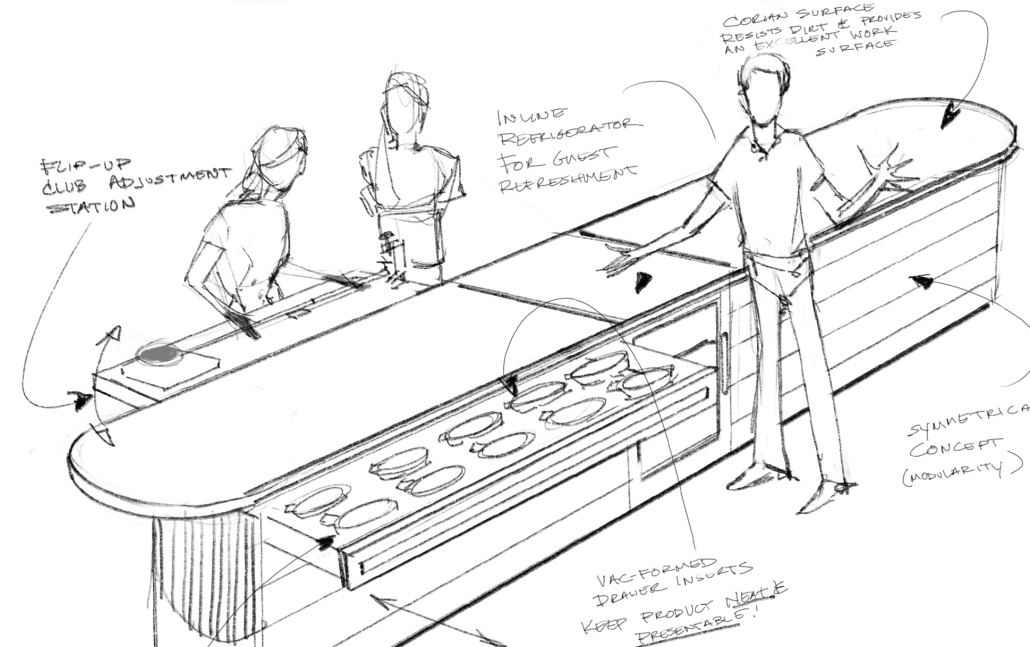
Objectives included:

- A studio fitting cabinet that functions as both a work and consultation station

- Pull-out drawers that house drivers and iron heads

- Counters engineered to incorporate a swiveling computer monitor

- Two cabinet stations separated by inline refrigerator

Learn more about the project.

Top: Initial concept sketch based on client's goals

Bottom: Final program roll out to select PGA TOUR Superstore locations.

Self-order kiosks complete The Chicken Shack's digital transformation

The popular restaurant chain was able to deploy self-order kiosks in a timely manner thanks to the seamless integration with existing software, positioning the company for continued growth.

By: Elliot Maras | Reprinted with permission from Kioskmarketplace.com

The Chicken Shack, a restaurant chain launched in Las Vegas in 2005, recognized that self-service technology was becoming a norm in the industry along with other customer conveniences. Hence, six months ago, the company deployed its first self-serve kiosks, and the company hasn't looked back.

"The customers love the kiosks," Nicholas Vitt, marketing director at The Chicken Shack, told Kiosk Marketplace in an email interview. "They are easy to use, they are fast, and they allow customers to earn rewards wahich is something we have never offered before. Kids also love them, so it is common to see a mother or father getting convinced to use them by their children and end up realizing how incredible it is."

MULTIPLE BENEFITS

The kiosks have improved order accuracy, customer wait times and average check spend.

Where checks are averaging $20 dollars on the physical POS, they average $24 the kiosks. "This is significant because the kiosks use no labor, increase the amount of money being spent, and reward the customers by giving them a loyalty account when they spend that $24," Vitt said.

"They improve order accuracy because customers place their orders themselves which are directly sent to the kitchen displays which means there are no paper tickets, no handwriting that people can't read, and no confusion between the cashier and the customer," he said. "Customer wait times are improved because there are more places to order and those orders are getting worked on immediately after they are paid.

"The old way was having 10 people standing in a line to get to a cashier, but kiosks allow us to have more cashiers for a lot cheaper price point which allows order placement to be quicker. The orders being instantly sent to the kitchen instead of having hand written tickets being exchanged also improves ticket times and order fulfillment."

The kiosks, which do not accept cash, offer customers an alternative to the cash registers.

"This allows for the cashier to have less of a line and focus his efforts elsewhere," Vitt said.

"Customers also love having the option to use the kiosk when the cashier is busy with a long line," he said. "We felt this gave us the best of both worlds as far as customer service and automation. Customers wouldn't have to choose to use the new system, but most of the time they are greeted by a person, then walk up to the machine and place their order."

In addition, "Franchisees would come see the concept and instantly fall in love with it," he said.

THE RIGHT ECOSYSTEM

The Chicken Shack selected 32-inch, floor standing kiosks from Frank Mayer and Associates equipped with Grubbrr kiosk software after evaluating different options.

"We did evaluate some alternatives, but when we compared the Grubbrr ecosystem to any other competitor, there really was no comparison at all," Vitt said. "Grubbrr's integration of large, eye catching kiosks, kitchen display systems, point-of-sale, online ordering and drive-thru line buster tables all in the same ecosystem is second to none."

The solution has also proven scalable, which is important for a chain with 22 stores across five states (California, Nevada, Colorado, Oregon and Washington).

"I only had to create one menu, and Grubbrr can clone that same menu for any new franchisee," Vitt said. "This means that most of the leg work has already been done, and Grubbrr's technology easily fits into new franchisees' stores without much necessary support or follow up. Everything is the same in every store."

SEAMLESS SOFTWARE INTEGRATION

The kiosk software integrates with the rest of the restaurant ecosystem, making it easy for the staff to track how many orders are coming in for the different order types — kiosk, online and POS.

"Grubbrr has integrated with all the legacy systems," said Jeremy Brooks, Grubbrr chief marketing officer, in the interview. "This eliminates complicated integrations and, in most cases, due to our existing integrations, we can have any business live using Grubbrr kiosks and an entire ecosystem within 24 hours upon delivery."

The kiosks allow the cashier to allocate his or her time as they see fit, which improves their efficiency.

"Two separate groups of customers can now order easily without taking any of the cashier's time away," Brooks said. "This allows the cashier to be more of an all-around helping hand instead of being forced to stay at the register all day."

As much as 30% of The Chicken Shack's orders are now digital between the kiosks and online ordering.

NEXT INTEGRATION: ORDER DELIVERY

The Chicken Shack is looking forward to integrating delivery into its ecosystem.

"This will allow us to stop using printed tickets from our delivery tablets," Vitt said. "This will encompass every aspect of our business, and we are excited to be able to track and measure this all-encompassing data using the Grubbrr backend."

The coronavirus pandemic has accelerated self-service adoption, noted Asa Moran, Frank Mayer and Associates Inc.'s sales rep who focuses on QSRs, in an email interview.

"Since the inception of the pandemic, it's become clearer to businesses that they cannot be passive in implementing such solutions," Moran said.

The kiosks are also gaining favor in light of the restaurant labor shortage.

"Our one-dollar-per-hour 'digital employee' doesn't need training, isn't a liability, works 24/7 while increasing revenues and providing a better experience to every customer," Brooks said.

While customers are more concerned nowadays about safety and sanitation, solution providers have not noticed a significant uptick in request for touchless ordering systems.

"The market clearly understands that surfaces can be cleaned easily and touchless has not really gained a ton of interest as a result," Moran said.

Brooks agreed.

"We have not had high volumes of inquiries for touchless self-order kiosks," Brooks said. "The inquiries we have had we have provided two options, disposable stylists and a screen monitoring video solutions that don't require the consumer to physically touch the screen."

"The solutions you will see in the field are going to be commercial grade intended for 24/7 operation," Moran said. «

PARTNER SPOTLIGHT

Acquire Digital

GLOBAL LEADER IN INNOVATIVE DIGITAL SIGNAGE SOFTWARE AND INTERACTIVE EXPERIENCES.

Recognized as industry leaders in self-service and digital signage software, Acquire Digital provides a comprehensive toolset tailored towards making digital deployments happen.

Turn your ideas into engaging self-service kiosk and digital signage experiences.

Acquire's suite of turn-key software solutions include:

- Digital Directory & Wayfinding
- Quick Service Ordering & Menu Boards
- Endless Aisle & Retailer Fixtures

- Self-Service Ticketing & Bill Pay Kiosks
- Large Format LED Spectaculars & Videowalls
- Digital Signage Design, Playout, & Management Tools

- DOOH Advertising Platforms
- Kiosk & Signage Support Tools
- Custom UI/UX Interactive Experiences

With over 22 years of experience and thousands of digital deployments for hundreds of happy customers, Acquire is passionate about creating digital products that our customers love. We are an ideas machine, with the user at our core. World-class UX and UI create an interactive and engaging experience.

Learn more about Acquire Digital at acquiredigital.com.
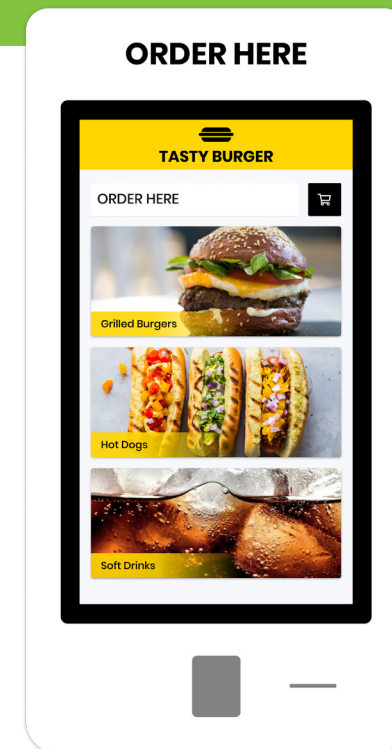
SELF-SERVICE KIOSKS
FOR QUICK SERVICE RESTAURANTS

Self-service technology in restaurants offers customer convenience, order accuracy, and increased ticket spend. Discover our variety of kiosk models.

SEE THE FULL LINE HERE

Our kiosks provide advantages to many QSR restaurants and venues.
Learn more about some of our partnerships here.