



LOCATION: Quick Serve Restaurants

PROJECT: Digital Menu Board Installation

CHALLENGE: Franchised QSRs, located within a larger retail chain, required digital menu board installation in busy existing locations. Each installation site varied in construction and installation requirements.

RESULTS: After performing site surveys to determine the installation needs of each site, iTeam technicians installed the digital menu board systems after hours, with no disruption to customers or staff.

Situation

A 600+ site Quick Serve Restaurant chain with franchises located inside of a larger retailer is installing digital menu boards to make it easier for customers to order, increase revenue with targeted content, and meet the federal requirements to display nutrition facts.

Why iTeam

The QSRs are located in 15 states. Each franchise owner makes the decision to buy the digital menu boards for their stores. Very few of the franchise owners have IT staff or people with the skills to select and install digital menu boards.

The QSR franchisees needed a service company with:

1. Predictable costs
2. Experience installing digital menu boards
3. Ability to do premises wiring and networking
4. Willingness to complete the job after hours
5. Technicians who can work independently, without supervision from the franchise owner or their employees

The answer was *Service-as-a-Product™* from iTeam.

Scope & Activities

Because the larger retailer's buildings varied in age and construction, the QSRs needed the deployment partner to conduct sites surveys prior to installation. The site survey enabled the franchisee to determine if their space was suitable for the digital menu boards and select the right configuration. During the surveys the technicians:

- Inspected the optimum mounting location for the displays
- Examined the cable path
- Determined if there were any obstructions
- Confirmed the recommended mounting hardware

Based on the results of the survey, the QSR franchise owners confidently ordered the right configuration for their stores. Once the equipment arrived, the same technician that did the site survey returned to:

1. Install the digital display on the wall (or ceiling)
2. Mount the media player on the rear of the display
3. Connect the media player to the display and network
4. Test the system
5. Show the franchisee how to operate the equipment

Technology & Timing

Franchisees have the option of choosing a 42" or 46" digital menu board display system. Each system includes one display and one media player. The media player is a small form factor PC that the technician mounts on the rear of the display. The SFF PC is connected to the display with video cables and to the network with Cat5E. Since the QSRs are open and serving customers 12+ hours per day, the site surveys and installation work was done late in the evening, after the QSR had closed.

Results

Service-as-a-Product™ from iTeam has made it easy for the franchisees to take advantage of the benefits of digital menu boards. Every installation was completed on-time on the days requested with no disruption to the business. Franchisees were trained according to plan. The new displays were well-received by customers, and the franchisees are now easily able to display their meals with nutrition facts, update their menu offerings quickly, and deliver entertainment and valuable information to their customers.