



“ Our employees have become much more efficient which we can see on our average sales numbers. There has been a pronounced growth since we implemented ViKING Commerce. ”

Sima Jepsen, District Manager, Carl's Jr.



The Customer

The well-known American burger restaurant Carl's Jr opened in Denmark for the very first time in 2013. The Danish Supermarked chain, Salling Group, was the official Franchisee. The burger restaurant is recognized as the best place to go for burger enthusiasts. Today there is more than 1,200 Carl's Jr restaurants worldwide.

The Challenge

Carl's Jr. was in need of a hospitality POS solution that was fully integrated with their SAP solution. This would help them remove several manual work processes and get a full overview of their production and sale. They also needed a trusted partner who would be able to deliver immediate and effective support.

The Solution

Fiftytwo collaborated with Carl's Jr to adjust the ViKING Commerce point-of-sale solution to meet the need of the restaurants and back office operations. ViKING Commerce was already used by other stores in Salling Group and fully integrated with SAP.

Results

Now Carl's Jr. has access to detailed data about sales and production in every single restaurant. This means that they now have the knowledge to better optimize stock and resources to match demand. As a result, the solution has made it possible to grow faster than previously.

Facts



Customer
Carl's Jr. DK



Industry
Hospitality - F&B



Employees
120



Solution
ViKING Commerce



Restaurants
6



Guests
2,700/day
(average/month)

“ Fiftytwo is a valuable partner and we know what they represent – especially when it comes to high priority issues. We are more than satisfied with all aspects of the POS solution for Carl’s Jr. and not least the support model. ”

Jens Freiberg
Group Director, IT Business Support
Salling Group

The Carl’s Jr. Story

Carl’s Jr. in Denmark implemented a new point-of-sale (POS) solution that easily integrates with their existing IT systems. The solution was fully customized to the F&B Hospitality industry.

Salling Group has for several years used Fiftytwo as their trusted IT vendor for the POS solution used in their stores. But when they invested in taking Carl’s Jr to the Danish market, Salling Group chose another vendor which seemed to have a closer fit to the industry.

The solution, however, lacked an integration with Salling Group’s SAP solution. It turned out that this resulted in many manual work processes including some limitations. It was difficult to get a detailed overview of the sale and the Carl’s Jr restaurants were dependent on Bilka (red. A grocery store that is part of Salling Group) to get their data into SAP.

In October 2015, Salling Group met with Fiftytwo to look into the possibility to customize the ViKING Commerce solution to match the needs of Carl’s Jr.

The goal was to develop a solution that matched the work and sales processes within Carl’s Jr. Therefore more functionality was added to make it possible to serve customers and control the production and stock.

In addition, the restaurant staff of Carl’s Jr should be able to take the new system into use easily in order for Carl’s Jr to minimize the implementation process.

In May 2016, ViKING Commerce was implemented in the first Carl’s Jr restaurant and in the following months more restaurants joined.

They reached the goal and as icing on the cake the staff found that they now had more flexibility when using an integrated solution. This opened new possibilities to serve customers:

- Easy and natural to upsell
- Easy-to-use system that made new employees effective faster
- Receive different types of payment, e.g. gift and discount cards
- An option to manage offline transactions
- Easy registration of staff discounts

The smooth transition to the new system and the new possibilities

was welcomed by the restaurants. Retail operations also saw great effect and advantages now that they had a one business logic solution similar to the rest of the organization.

According to Salling Group, sale and production is now more transparent because they can see every single detail of every sale. This improved the financial results report. Follow up on stock and waste has become more clear and it is now easier to adjust stock to demand.

Salling Group points out that the project has succeed because of the fantastic teamwork between Carl’s Jr, Salling Group and Fiftytwo. The teamwork was succesful because all parties spoke the same business language and there was a common agreement and a productive dialogue.

Furthermore, the support model has been an important element in deciding on a solution from Fiftytwo. During the implementation it was essential that there was a close dialogue and fast and effective support to make the transition as smooth as possible. This meant that support was a crucial element in making the implementation of the POS solution a success in the restaurants.

Finally, the new ViKING Commerce solution makes it easier for Carl’s Jr to grow. Because they now have a solution that integrates directly with SAP, they are no longer dependent on other stores. Their goal of opening more restaurants is now reachable faster.

fiftytwo