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Hospitality

TECHNOLOGY

Managing the IT Transformation at Chipotle Mexican Grill: Frank Daidone, director of IT (left), and Joel Chrisman, executive director of IT & training

FROM OUTSOURCED MEGABITS TO INTERNAL MANPOWER

Chipotle replaces outsourced tech support with in-house expertise to sustain growing business



Posted On: 5/27/2010

Wendy's Franchisee Boosts Margins by 7.5% with Wand's Digital Restaurant



Ohio State University Hospital Wendy's, a Thomas 5 Ltd. franchise location, (04-29-10)
from left: Greg Perrill of WAND Corporation, Wendy Thomas of Thomas 5 Ltd., James Pfenning of LG Electronics, and Rick Riebold of Thomas 5 Ltd.

Dedicated to carrying on Dave Thomas' vision of exceeding customer expectations, the Thomas family has deployed a [WAND](#) Digital Restaurant in several of their Thomas 5 Ltd. restaurant locations in Ohio. Included in the comprehensive deployment is WAND Digital Menu and Point of Purchase (POP) Boards featuring [LG Electronic](#) screens, as well as WAND Point of Sale (POS) hardware and software. The Wendy's franchise looks to captivate customers with the sophistication and attractive design of these significant upgrades. Anticipating a positive response from customers, the WAND solution is expected to increase restaurant profits and improve satisfaction.

"WAND has continually provided us with exceptional solutions that are tailored to our brand and help improve our customer's restaurant experience," says Wendy Thomas, Partner of Thomas 5 Ltd. Inside a [Wendy's](#) Digital Restaurant, the Digital Menu Boards (DMB) engage customers with high-definition video and images, providing easy access to featured menu items. During the order taking process customers can order casually without interruption by use of conversational ordering, thus enhancing the customer's overall satisfaction. Conversational ordering allows the order to be changed at any point in the transaction increasing speed of service and order accuracy.

"We experienced our best hour ever after upgrading to WAND POS and now with WAND Digital Menu Boards we've pushed our margins up 7.5% which is estimated to be worth over 50 thousand a year. With these funds we will be able to keep investing in the latest technology for all our restaurants to keep our customers coming back for more," says Thomas.

The Wendy's Digital Restaurant locations feature a fresh, new style that has franchisees especially excited. One of the newly digital Thomas 5 Ltd. locations is Ohio State University (OSU) Hospital. The OSU Wendy's location is equipped with ten 47-inch LG LCD Digital Menus. The restaurant has a unique design with two ordering lines and two separate menus coming from either end of the restaurant to meet in the middle at the counter. Five Digital Menu Boards are mounted on each side of the counter, drawing in customer attention from all angles. The Thomas 5 Ltd. franchise has been involved in extensive testing of WAND Digital Menu Boards for the Wendy's brand and has been an innovative franchise throughout its ten year partnership with WAND.