

CASE STUDY

Digital Software Helps Airport Franchisee Enhance Customer Service

JMJ-LLC, a Wendy's franchisee, utilized WAND Corporation's POS system at its Las Vegas airport location, helping to ensure speed, accuracy and cost savings. In an extremely competitive market, JMJ-LLC found a way to stand out.



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The players

JMJ-LLC, a Wendy's franchisee, operates 15 restaurants, located in New York, Las Vegas and Arizona. JMJ-LLC specializes and partners with concessioner Host Marriott to supply Wendy's restaurants in several airport locations.

WAND Corporation is the world leader in point-of-sale software for quick-service restaurants, and is a leading innovator in digital menu boards. Thousands of QSR locations work with WAND Corporation, which has 22 years of experience in QSR innovation.

The problem

During a typical month, the busy McCarran International Airport in the popular destination of Las Vegas serves 4 million travelers from all corners of the world. For restaurants, the high traffic presents tremendous potential for revenue. Each restaurant, however, is competing with 50 others for attention and business.

"It is an extremely competitive market," said Alan Gardner, director of operations for Arizona-based JMJ-LLC. JMJ-LLC owns a Wendy's franchise at the Las Vegas airport, and the company was looking for ways to increase market share. "We needed to offer something to our guests that would make their experience enjoyable and fun."

He explained that the key to giving guests a positive experience is ensuring their orders are correct, helping them through the ordering process quickly and helping them make menu choices via product images. JMJ-LLC also wanted the ability to better persuade customers about those choices.

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— Alan Gardner, director of operations, JMJ-LLC

The solution

To tackle these challenges, JMJ-LLC turned to a company with which they had already worked for several years — WAND Corporation. WAND is a major Wendy's POS supplier, and for years has worked hand-in-hand with Wendy's International at the corporate level to develop software. WAND's POS system integrates reporting, real-time control and many other robust features into a singular interface for Wendy's.

“It is very important to have a good back-office program that helps control costs,” said Gardner. “It is equally important to have a very user-friendly POS register system that makes it easy for employees to ring in orders. When the employees can easily operate the registers, it makes the ordering process much quicker for the consumer. The [WAND POS software] provides all this and more.”



With 22 years of experience in QSR, WAND currently supports thousands of sites in a number of restaurant concepts, 1,600 of which are Wendy's. WAND has worked with the Wendy's community for nearly 20 years, pioneering Wendy's digital menu boards, and WAND is the only vendor with digital menu boards in a Wendy's corporate store.

JMJ-LLC partnered with WAND Corporation to deploy their order confirmation displays on the registers. Gardner explained that this particular order confirmation solution has some graphics that the customer sees before placing the order.

“This gives our guests the opportunity to see their order as it is rung into the register and if there is a mistake, it can be corrected immediately,” he said. “This eliminates the possibility of an incorrect order being processed. The customer displays also provide graphics of products when they are not ringing in an order; this allows the customers to see pictures of products while waiting in line.”

Next on the wish list was a different approach to the menu boards. “It

WAND's POS system helped JMJ-LLC inform customers about their offerings, like French fries, and encouraged them to buy.

has always been difficult to view a menu board while standing in line,” said Gardner, “especially if you have never been to a Wendy’s in the past. Even when you get to the cashier, it is still very hard to see where everything is located, and many times guests place an incorrect order because they cannot see clearly and quickly what they are looking for on the menu board.”

JMJ-LLC again partnered with WAND. WAND installed four 42-inch commercial-grade high-definition LCD units for the menu board and two 42-inch displays on the sides of the unit for point-of-purchase content.

“The menu boards are amazing and have very graphic product images that just jump out of the screen while you’re in line waiting to order,” said Gardner. “A guest can view the menu board from quite a distance and easily see what they want to order. They also have the side boards that continually show graphics of all the Wendy’s products so you can see what you would like to purchase. It really allows the guest to order with confidence and, in most cases, it speeds up the process at the register.”

The result

Gardner says not only did the work with WAND Corporation deliver the functionality and benefits they sought, but there were other benefits as well.

“We have restaurants in two other airports, and the product mix is much different,” he said. “We traditionally sell fewer products like salads, Frosty’s, shakes, etc. at the McCarran airport. But since installing these technologies, we have sold a much higher product mix with all these products as a direct result of the product images that are located on the menu boards. Most of these product images are in continuous motion on the boards and guests cannot wait to get that product when they approach to place their order.”

JMJ-LLC soon will be testing a new digital exterior drive-thru menu board developed by WAND, which will incorporate order confirmation and will show the same product images as are shown on the interior menu boards.

“We are so excited to see this new menu board with order confirmation built into the board at night on the pick-up window,” Gardner said.

“The guests will be able to view this menu board before they actually approach to place their order. We know it will assist us in suggestive selling food products and make it easier for the guest to place an order

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— Alan Gardner, director of operations, MJM-LLC

and have it rung up properly.”

About the sponsor: *WAND Corporation is a leader in quick-service restaurant point-of-sale technology, providing everything needed to run a QSR: hardware, software, POS systems, technical support, central office, back office, polling, integration, Internet connectivity, open architecture, custom reports, executive dashboard and digital menus. Headquartered in Eden Prairie, Minn., WAND Corporation has 22 years of experience in QSR solutions, branding and strategic resources.*