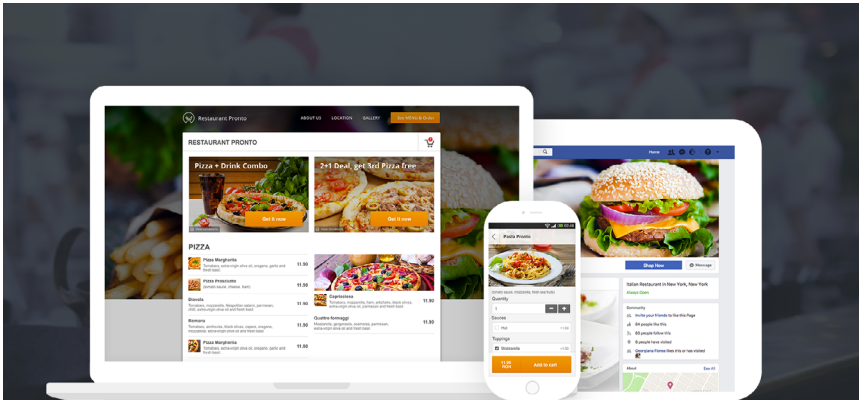# TekEfficient

Make IT Easy.

QSR Digital Enablement Success Story

TekEfficient

QSR: Digital Enablement Success

THE CHALLENGE

A growing brand operator was facing rapidly increasing telecom and communications costs all while suffering through ongoing carrier network service outages that interrupted payment systems.

This became an increasing burden on managers and restaurant staff. In addition, the operator was finding it difficult to deploy digital solutions as their telecom network services were outdated with limited functionality. The operator sought to enable the brand's digital strategies.

THE SOLUTION

By partnering with TekEfficient the brand operator received a no-cost assessment and audit of their current telecom and technology spend. Once the audit and assessment were complete, TekEfficient provided a cost analysis and recommended a roadmap to enable the brand's digital objectives.

The brand operator agreed to deploy cost-saving services that provide a fully managed network technology platform to quickly deploy digital strategies and turn up new unit additions with an easy and repeatable box IT template.

Case Study Quick Facts

1. Outages affecting payment
2. Rapidly increasing IT costs
3. Legacy IT limiting growth
4. Increased strain on staff
5. Unnecessary risk

"TekEfficient helped us replace outdated, expensive infrastructure with a cost-effective solution that has propelled our digital strategies forward."

President - Wings Over the Rockies

WING·STOP

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THE RESULTS

The TekEfficient audit, consultation and solutions implemented resulted in increased revenue generation, improved operational efficiency and tech-enhanced guest experience.

- The brand operator now leads the country in online revenue
- 50% of all orders are digital
- $7.80 increase per ticket in revenue captured online vs. walk-in orders
- Staff efficiencies leading to a better guest experience
- Analytics that continue to improve marketing loyalty programs
- Controlled cost and reduced burden managing IT

DIFFERENTIATE WITH TECHNOLOGY

According to QSR Magazine, the number one priority for QSR's in 2020 is increasing productivity in field teams and restaurant employees. However, only 27% of QSR's are actively implementing new technology and automation capabilities.

While your competition is focused on doing the bare minimum to keep the lights on and stay compliant, you can beat them by taking a tech-centric approach with TekEfficient doing the heavy lifting on your behalf.

Common Benefits of IT Success:
- More revenue from digital/online sources
- Improved employee satisfaction & productivity
- Better relationships between owners, leadership, front-line
- Reduced costs, do more with less
- Increased consistency, customer experience
- Scalable, repeatable & automated business processes
- Faster, more reliable compliance process
- Protection from cyber criminals, cyber attacks

QSR + TEKEFFICIENT: NEXT STEPS

Ready to get started with TekEfficient and new QSR information technology? Our team is standing by to help. Here's what to expect and as always, we work at no cost to you!

1. Contact us at info@tekefficient.com or (720) 851-7877
2. 30-minute intro call, talk challenges and objectives
3. Free TekEfficient audit of existing tech, recommendations

REAL BUSINESS VALUE

1. #1 in the US for online rev
2. $7.80 per order increase
3. Improved guest experience

Pro Tips: Be Better at IT

"Only 27% of operators said their company was embracing technology to automate various aspects of their business to a great extent."

QSR Magazine

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