



WINGSTOP GROWS THROUGH PANDEMIC WITH TECH UPGRADES

THE CHALLENGES

OVERVIEW

The Wings Over the Rockies Wingstop franchise faced a daunting set of challenges before and during the pandemic. The organization faced the risk of rapidly aging technology as well as the risk of single points of failure for all critical tech systems.

Telecom spend and labor costs were increasing. Then, its primary revenue source - walk-in customers - was taken away with the government shutdown mandates, leaving phone orders as the only viable revenue source prior to engaging TekEfficient's team of restaurant tech advisors.

The big question: would WOTR wait it out status quo or would they upgrade their way out of the pandemic?

TECHNOLOGY CHALLENGES

- Antiquated, analog voice and data connections
- Single point of failure applicable to phone, Internet and payment system
- Rapidly increasing telecom spend

OPERATIONS CHALLENGES

- Majority phone & walk-in orders, online rarely used
- Led to employee/labor-centric operations, no automation
- Owner/Admin staff managing multiple vendors and providers, highly inefficient

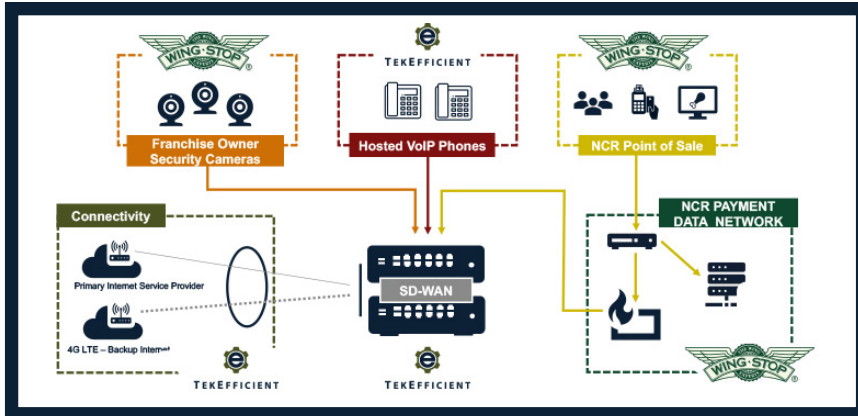
Challenges Overcome

- 1 Temporary drop in primary revenue source (walk-in)
- 2 No online ordering / delivery engine
- 3 Rapidly increasing cost of telecom and labor
- 4 Over-dependency on labor without automation
- 5 Aging, single-threaded existing tech systems



"Brand operators love working with TekEfficient as we know their goals and pain points and how to help you grow in tech."

Patrick Etheridge | President



THE SOLUTION

- Digital foundation network with built-in redundancy ensures PoS/OLO-Online Orders, VoIP call uptime, non-intrusive to NCR network
- Cloud contact center phone system offers increased level of functionality to manage call-ins and provide analytics.
- Automated promotional messages to drive online orders
- Data analytics that prove call-in conversions to online orders

THE RESULTS

- Phone & payment systems now operate with 100% uptime
- Online sales now represent >50% of total orders
- Online sales generate ~26% more revenue per customer
- Data analytics for improved marketing & rewards programs
- Predictable & fixed monthly pricing across all locations
- Proven template for easy implementation of new additions
- One tech vendor, one supplier bill for maximum efficiency

When times get tough, don't give up. Technology can present solutions you never thought possible.

Our tech advisors have seen your situation and can help show you a path to improved financial efficiency, reduced labor dependency, and the optimization of digital revenue streams.

NEXT STEPS - GET STARTED WITH TEKEFFICIENT TODAY!

1. Contact us at info@tekefficient.com or (877) 384-7343
2. 30-minute discovery call: talk challenges and objectives
3. Free TekEfficient tech assessment and recommendations

REAL BUSINESS VALUE



>50% of new orders placed online using new solution



26% more revenue per sale



Increased repeat visitation

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

