



Look Inside.™

Enhancing the Customer Dining Experience with Presto* Tablets Based on Intel® Atom™ Processors

Providing customers with tablets at tables helps Genghis Grill–Build Your Own Stir Fry accelerate ordering, provide entertainment, and boost revenues



“The Intel® Atom™ processors give the E la Carte Presto* Tablets the processing power required for ordering, payment, and games. They also help maximize energy efficiency so we can extend the battery life of tablets throughout the day.”

– Marcin Kedzierski,
IT Director,
Genghis Grill–Build Your Own Stir Fry

Genghis Grill–Build Your Own Stir Fry delivers an engaging, interactive experience for customers, who select their own combination of fresh stir-fry ingredients and then watch as chefs prepare their meals. To enhance the overall guest experience, the restaurant recently implemented E la Carte Presto* Tablets powered by Intel® Atom™ processors on all tables. The new touch-based tablets, which integrate with the restaurant's point-of-sale (POS) system, enable customers to speed up the ordering and payment processes, and enjoy fun, interactive games. By providing an easy way for customers to select additional menu items with a touch or swipe, Presto also helps the restaurant boost revenues.

Challenges

- **Enhance customer engagement.** Build on the restaurant's interactive experience by giving customers more control over the ordering and payment processes and by providing engaging, touch-based entertainment.
- **Increase revenues.** Increase sales and boost margins by serving more customers with the same number of staff and offering a variety of add-on purchase opportunities.

Solution

- **E la Carte Presto Tablets with Intel Atom processors.** Genghis Grill deployed E la Carte Presto Tablets equipped with Intel Atom processors and running the Google Android* operating system. Customers use the tablets' touch screens to place orders, choose from additional menu items during the course of their meal, play games, and make payments.

Technology Results

- **Rugged design, long battery life.** The tablets can reliably withstand the bumps and spills that can occur in a busy restaurant environment. With energy-efficient Intel Atom processors and extended-life batteries, the tablets last all day on a single charge.
- **Strong POS integration.** The E la Carte Presto Tablet solution is integrated with the restaurant's POS system. Integration facilitates touch-based payments, provides immediate reporting capabilities, and opens the door for more extensive business analytics in the future.

Business Value

- **Faster ordering and payment.** The touch-enabled tablets allow guests to control the pace of their dining experience. In one restaurant, the Presto Tablets have helped accelerate lunch by approximately 32 percent, ultimately boosting satisfaction by enabling customers to make the best use of their lunch breaks.



- **Engaging experience, greater customer retention.** In surveys, guests responded that they like the tablets—they especially enjoy the games. The restaurant has also doubled weekly registrations for the company's loyalty program, which provides Genghis Grill with more opportunities to deepen customer relationships.
- **Increased revenues.** By speeding the dining process for some customers, the restaurant can serve more people every day without requiring more staff members. Enabling customers to order additional beverages and dessert on the touch screen while dining helps increase sales and profitability.

Genghis Grill decided to enhance the customer experience in its restaurants by placing interactive touch screen technology directly in the hands of guests. "We wanted to give customers more control over how quickly they could place orders and make payments," says Marcin Kedzierski, IT director for Genghis Grill. "Some customers have a limited amount of time for lunch or dinner, and want to accelerate processes that are typically managed by servers. We liked the idea of giving customers more control through a handheld device."

The Genghis Grill team also recognized that handheld touch screen devices could provide new entertainment options. "Families with children are a key demographic for us," says Kedzierski. "We wanted to offer some fun games that families can play together as they wait for their food."

In addition, the restaurant saw an opportunity for increasing up-sells. "Allowing customers to more easily order beverages and desserts with a tablet can provide a better experience for customers while enabling us to increase revenues," says Kedzierski.

Selecting E la Carte Presto Tablets

Genghis Grill explored several touch-enabled, tablet-based solutions. "When we first evaluated a different tablet solution, the vendor wasn't able to provide the level of POS system integration that we required," says Kedzierski. "Other solutions required our staff members to operate the tablet—but we wanted customers to control the experience."

The restaurant had several additional requirements for the tablet. For example, to work in a restaurant environment, it had to be rugged and energy efficient. "We knew that any handheld device had to withstand potentially frequent bumps, drops, and spills," says Kedzierski. "The battery also had to last all day so staff wouldn't have to deal with charging and replacing tablets during their shifts."



Delivering the right combination of performance and energy efficiency with Intel® Atom™ processors



After considering a variety of options, the restaurant selected E la Carte's Presto Tablet solution. The touch-based tablet is equipped with the Intel Atom processor and runs the Google Android operating system. "The Intel Atom processors give the E la Carte Presto Tablets the processing power required for ordering, payment, and games. They also help maximize energy efficiency so we can extend the battery life of tablets throughout the day," says Kedzierski.

E la Carte developed a customized ordering application that integrates with the Genghis Grill POS system. The tablet also runs interactive games that can be played among a group at a table. For example, customers can take photos with a built-in camera and then add fun drawing elements with the touch screen.

The Presto Tablet features a rugged design, easily cleaned surfaces, and a fully enabled touch screen, plus additional hardware components that help streamline payment. "The credit card reader allows customers to pay when they are ready. Using the wireless capabilities, the data is securely transferred to our POS system, which processes the payment," says Kedzierski. "The card reader has a light so servers can see from a distance whether the bill has been paid." The Presto complies with the PCI Security Standards Council's Payment Application Data Security Standard* (PA-DSS*) to help ensure security.

Accelerating Ordering and Payment

The new tablets are helping speed up the ordering and payment processes for customers who have less time to dine. "In one restaurant, we've found that the Presto Tablets have helped reduce the average time for lunch from 37 minutes to 25," says Kedzierski. "Customers coming in from their offices can have a great meal without exceeding their allotted lunch break. We can also reduce wait times for the next customers."

Enhancing the Customer Experience and Increasing Loyalty

Genghis Grill and E la Carte incorporated a customer survey at the end of the payment process to gauge whether customers like the new touch-based tablets. "We have received very favorable feedback from guests about the tablets," says Kedzierski. "They like the ability to control their own dining experience, and they really like the games. In fact, many customers requested more games."

Lessons Learned

Through the process of implementing the touch-based E la Carte Presto* Tablets, the Genghis Grill team initially encountered some resistance to change among the restaurant servers. "Some of our servers were concerned that this new technology would replace them," says Marcin Kedzierski, IT director for Genghis Grill. "Now they realize the tablets actually enable each server to cover more tables at once. By encouraging use of the tablets, servers make more in tips. Educating servers was essential to a successful implementation."

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A positive customer experience combined with an easy sign-up process has helped increase participation in the restaurant's customer loyalty program. "In the past, we had to rely on servers to mention the rewards club to customers and hope that customers would follow through. Now we promote the club on the tablets and provide a direct path to signing up," says Kedzierski. "We have gone from receiving approximately 17,000 new rewards club registrations per week to 32,000. As a result, we can reach many more people with our marketing offers and ultimately increase customer retention by providing enticing rewards."

Driving Sales

Genghis Grill believes the tablets are having a strong impact on revenues. "By accelerating the dining process for some customers, the tablets help us serve more people over the course of the day," says Kedzierski.

The tablets also make it easy for customers to order more items from the menu with a touch or swipe. "In the past, customers placed orders and then handed back the menus to servers. To order additional food or drinks, they often needed to request a menu again," says Kedzierski. "With the Presto Tablets, customers have continuous access to the menu. They can order an additional drink or dessert without having to wait for servers. We believe that we're already seeing increased sales of beverages and desserts since implementing the tablets."

Expanding the Program, Exploring New Capabilities

Genghis Grill first implemented the Presto touch-enabled tablets in a single restaurant at the end of 2012. Since then, the restaurant has deployed the Presto Tablets to more than 60 locations across the United States. "Our plan is to have tablets available in all 104 restaurant locations soon," says Kedzierski.

The restaurant is also exploring ways to use the touch-based tablet solution to facilitate business analytics. "With Presto by E la Carte, we currently track the percentage of tablet-based orders, rewards club registrations, and tablet performance metrics that can help us improve the experience," says Kedzierski. "We are currently working with E la Carte to deepen integration of the tablets with our POS system so we can measure even more, including patterns in up-sells, game transactions, the success of promotions, and more. We know we have a robust solution to build on in the future."

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