

# Case Study

## Kiosk Ordering

# Key Takeaways

Single location quick serve on College Campus Food Court since 3Q 2017



Locations

1



Current Aggregate Weekly Sales

\$9K



1 Peak Weekly Sales

\$17.5K



2 Sales Growth YoY Best 10 Weeks

22%



Current Weekly Order Volume

1012



Average Check Size

\$8.96



3 Check Size Growth YoY Best 10 Weeks

4.38%



4 Order Growth YoY Best 10 Weeks

17%

1. In this setup, all orders go through one of three kiosks touch pads with subsequent pay at the counter. Average weekly sales are \$8,300. This location is very seasonable with predictable order volumes depending on when school is in session for regular classes vs. exams vs. summer programs.
2. When we take the best 10 weeks this year vs. the best 10 weeks last year, sales grew 22% driven by a combination of mostly larger order volumes but also larger check sizes.
3. This check size growth is a "digital last year" to "digital this year" comparison. This means that on top of the check size increases we saw of close to 20% when the kiosk was first introduced, we saw another increase of over 4%.\* This second jump is from repeat users who are comfortable with the kiosk and so, even with a line-up behind them, will do more. Given this is a captive environment, the percentage of repeat users is very high, so we feel this trend will continue through at least the next 3 to 4 quarters.
4. Peak week order volumes are also up helped by shorter wait times at the kiosk during peak times as repeat customers are able to enter orders rapidly, reducing the drive-off effect of people abandoning the location over long lines. The location was also able to use historical data to better plan staffing levels.