Stop Leaving Money on the Table

Realize Your Untapped Drive-thru Potential

DRIVE THRU Optimized

QSR Operational
Excellence Services

Capitalizing on Drive-thru and Mobile Demand

Optimize operational performance to create a frictionless customer experience and maximize revenue

The impact of COVID-19 has shifted consumer trends away from dining in towards a touchless food experience, leading to an increase in demand for drive-thru, curbside and delivery operations. Quick-service and casual dining restaurants are redefining their go-to-market strategies to adapt to changing customer expectations.

Current challenges restaurant operators must navigate include:

· Improving speed of service
· Avoiding customer abandons during peak hours
· Absorbing dramatic increase in mobile ordering
· Improving order accuracy
· Staffing the right positions at the right time

Proper assessment of current drive-thru, curbside and delivery operations yields a clearer understanding of how to best capitalize on this once-in-a-generation opportunity.

4 Steps to Optimization

Customer Experience
Evaluate the total drive-thru experience from your customers' view

Operating Efficiency
Identify and eliminate root causes of bottlenecks in your operations

Technology
Implement new technology to create a seamless experience

Labor Deployment
Reduce over-scheduling and evaluate underutilized positions

Learn Exactly How You're Currently Performing and How to Improve

Designed by industry-leading industrial engineering experts leveraging process analysis and workflow design principles, our QSR assessment studies the end-to-end journey of both the customer and the fulfillment, evaluating each critical point in the journey. The assessment is performed across a representative sample of units and peak demand hours. The outcome? You get a detailed evaluation of your current state, quantitative and qualitative analysis of opportunities to improve the customer experience, and comparison to best in class. It's your customized roadmap to optimization.

Our multi-faceted approach audits and targets improvement in a variety of areas critical to success:

- Speed of service
- Customer wait times and abandonment
- Order accuracy
- Technology utilization
- Mobile ordering experience
- Labor deployment
- Workflow design and optimization

The Logile Advantage

Logile is exclusively focused on retail and combines comprehensive labor planning, workforce management and store execution solutions with best-practice consulting that enable retailers, including QSRs, to maximize efficiency, customer service and profitability.

Logile's operational excellence team is built on deep industrial engineering expertise that delivers real results for our clients.

Discover Your Untapped Potential

Improve the drive-thru experience to capitalize on increased demand. Uncover productivity and sales opportunities that are bigger than you realize!

Real results

Opportunity to **realize additional 4% of total revenue** in lost sales by engaging customers before they abandon queue

75% reduction in ordering and payment time through effective line-busting practices

Removed over **3 miles of walking per day** from order delivery

Balance labor deployment throughout the restaurant

Keep employee utilization high and look to rotate employees between stations to balance peak times

Develop an efficient workflow behind the counter

The kitchen can become the ultimate bottleneck to your speed of service – work and supply areas should be designed for efficiency
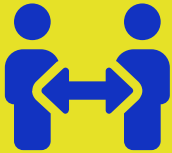
Improve engagement and extend order-taking capacity

Engaging customers earlier makes it less likely they will decide to dine elsewhere

Increase speed and order accuracy

Integrating technology into the order-taking process can drive improved speed of service, order accuracy and add-on selling

Create a frictionless tendering process

Alternatives to cash payments continue to become more popular and can remove time from the tendering process

Optimize the fulfilment process

Reduce the steps required to deliver orders and ensure completed customers have open access to exit the queue

Streamline mobile ordering

Create a touchless experience for the customer and minimize trips employees make in and out of the restaurant

LOGILE
The Logic of Labor

Logile is the leading retail labor planning, workforce management, inventory management and store execution provider. Our proven AI, machine-learning technology and industrial engineering help retailers worldwide achieve operational excellence and provide the best service and products at the optimal cost. Gain the Advantage with The Logic of Labor. Beyond workforce management—complete store planning and execution solutions.

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