

Acrelec revolutionises QSR service with automated self-order kiosks

Intended to improve the flow of queues and to strengthen performance in restaurants, self-order kiosks are currently experiencing significant success, both with major QSR players and with their customers.

Bussy-Saint-Georges, July 07th, 2009 - Acrelec, the inventor and leading company in self-order kiosks in the QSR sector, is supporting foremost players in the market in implementing and deploying the technology.

The development of new technology and changes in consumer habits have led QSR customers today to seek increasingly efficient and friendly service. As early as 2004, Acrelec, a leading player in the QSR market, developed automated self-order kiosks that were adapted both to sector professional constraints and to user needs and demands.

With self-order kiosks, orders can be taken in few minutes thanks to an intuitive, user-friendly software interface, where products are displayed as pictures and from which orders are automatically sent to the kitchen. Customers pay with their credit card and products may be retrieved immediately at a dedicated counter. Thanks to orders processed within 2 minutes, queuing areas are less congested, customer numbers are on the increase and staff is more available to focus on service. According to Pierre Delaunay, Acrelec Marketing Manager, "The kiosks are a perfect fit at points of sale that have to handle periods of high traffic. They help them avoid losing customers or having to force them to stand around. Customers no longer have to wait and they are more relaxed when they order."

There are many benefits in terms of operational business management and sales improvement. Acrelec kiosks help to:

- Increase the average meal tray thanks to additional products that are systematically suggested when closing the order
- Increase the number of transactions
- Reduce the risk of errors when taking the order
- Build customer loyalty through a loyalty programme
- Improve staff productivity
- Facilitate an intuitive discovery of the full range of products

Currently, Acrelec has established self-order kiosks in over 30 countries worldwide and systematically develops local structures to provide maintenance and proximity, quality support.

About Acrelec

An inventor of interactive, digital communications solutions for the catering sector, QSR and mass retail (self-order kiosks, Menu Boards, Cash-in systems, etc), Acrelec employs 100 people worldwide. The company is established in France, England, Belgium, Denmark, Morocco, the Netherlands, Romania and Taiwan. Acrelec is currently the leader in its market with over 3,000 equipped points of sale throughout the world.

For further information, please contact:

ACRELEC

Mr Pierre DELAUNAY, Marketing Manager
4 Bd de Strasbourg
77600 Bussy Saint Georges
France

☎ + 33 1 60 94 12 00

Email: pierre.delaunay@acrelec.com

Website: www.acrelec.com