

Press release

Orders are speeding up at KFC France thanks to Acrelec technologies.

Self-Order kiosks, designed to improve performance and service in restaurants, are now wildly successful both with major players in the fast-food market and with their customers.

On February, 18th 2009 at Bussy-Saint-Georges (France), Acrelec, a leading supplier of Self-order kiosks for quick service restaurants was chosen to work alongside KFC setting up and expanding its "Speed Attitude" service.

The development of new technologies and changing consumption patterns are causing Quick Service restaurant customers to seek a service that is increasingly more efficient and convenient. Since 2004, Acrelec, a major player in the quick service market, has been developing automatic self service kiosks to meet the constraints of professionals in the sector and the needs and demands of users. In 2007, KFC decided to link in with Acrelec's expertise to completely personalise the technology and propose an original concept to its clients: "speed Attitude". Christophe Poirier's aim - Marketing Director for KFC France - was to "to go beyond the technical aspect to offer our customers a unique experience within the philosophy of the 'taste the difference' brand: a designated area, special signposting, a receptionist, an interface that addresses the customers' needs and offers them the freedom to manage their own time."

Today, KFC is planning to extend this technology to the majority of its establishments.



Performance and quality of service

The kiosks allow customers to place their order in a few seconds by means of an intuitive and user-friendly touch screen interface, pay by bank card, and pick up their meal immediately at a dedicated counter. Thanks to orders placed on the kiosks, restaurant waiting areas are less crowded and yet there are more customers and the employees are more available to focus on service for the customers being served at the

counter. For Pierre Delaunay, Marketing Manager for Acrelec, "Kiosks are perfectly suited to points of sale that have busy rush periods. These Kiosks avoid the restaurant losing customers who perceive it to be too busy or by keeping them waiting. Customers can order straight away, and can relax as they place their orders.

According to a survey by KFC in collaboration with Market Audit among a sample of 500 clients of KFC, 75% of the people thought that this technology offered a real advantage to the consumer. According to a kiosk user, "You feel that the service is faster, you have more freedom in making your choice and you don't feel like you are being judged. I chose a dessert because the picture really made me hungry!"

Characteristics to suit the needs of the Quick service restaurant

The Acrelec kiosk software has been developed in partnership with clients and partners to interface seamlessly into EPOS systems. At KFC, the kiosks have been interfaced to MICROS's point of sales software, already used by all of the French restaurants in the chain. It is thus possible to duplicate the same system across all of the French outlets.

The kiosk software is automatically updated from the restaurant's EPOS system. For example, if a product is out of stock, a simple EPOS system operation makes it possible to present the product as "unavailable" on the kiosk, in real time.

Once an order has been placed and paid for by the kiosk user, the system immediately sends the order details to the preparation screens in the kitchen.

If required, different options can be made available on the kiosk, such as a choice of language for the user or the establishment of a loyalty programme utilising the integrated scanner. Some chains also offer table service for families.

The equipment is designed to stand up to the difficult conditions found in restaurants: heat, grease, impact, etc.

Technical expertise and partnership: the keys to a successful installation

As a partner in the quick service industry, Acrelec very rapidly understood the importance of a fast response for KFC and mobilised its staff to develop the required kiosks in record time, in close collaboration with KFC's marketing, computing and operational departments.

According to Céline Davidian, IT Director for KFC France: "two reasons explain our decision to develop our offer with Acrelec. Firstly, their technical and technological expertise has been recognised for many years. And also, their understanding of the operational needs of the quick service industry has enabled Acrelec to shed new light and to work collaboratively."

In the first restaurant equipped in 2007, it took less than two months to develop, install and run up the terminals. Céline Davidian is very pleased with "a technically successful operation".

KFC: Kiosk orders account for 12% to 20 % of the restaurant's daily sales.

The kiosks offer a significant return on investment. For example, in one of the main KFCs in Paris, "Speed attitude" areas (kiosk sales) represent 35% of the transactions per hour at peak periods. In 2008 Speed Attitude orders accounted for between 12% and 20 % of the restaurant's daily sales.

To ensure the project's success, KFC's operating procedures – preparation, service method, and organization of teams behind the counter – had to be rethought. Employees also received specific training on the reorganization of the cash register service and customer relations management.

KFC's is expanding Acrelec's kiosk solution to other restaurants in France, where it has 72 outlets and the deployment of kiosks will continue in all new restaurant openings. In the rest of Europe, the first Speed Attitude kiosks appeared in the United Kingdom in late 2008.

Acrelec offers comprehensive solutions – hardware, software and service – that enable restaurant chains to optimise production flows and customer service, thanks to interactive digital communication solutions such as menu boards, order-taking kiosks, production screens, and cashier systems. Acrelec is the leader in its market, and currently installs and maintains a hardware pool of 3,000 restaurants in 28 countries throughout the world, for brands including McDonald's, Quick, Subway and, of course, KFC.