



Case Study

Data-driven analytics and order management helps QSR at Barbados airport better prepare for peak hour order volume

XPR POS

The Players

XPR POS, based in Ridgefield Park, NJ is a provider of self-service solutions for restaurants, casinos, airports, sporting venues, grocery stores, parks, and other high volume food-service venues. Titbit Inc. also provides various other solutions to the hospitality market that includes tablet based ordering, digital signage and menu boards, point of sale, online and mobile ordering, line busting, and self service Kiosk.

Island Grill, a Quick Service Restaurant located at the Grantley Adams International Airport, Barbados. The restaurant serves the passengers of the airport that sees an estimated yearly traffic of more than 2 million passengers.

The Challenge

Airport restaurants are the most convenient location for passengers in a trip and its service quality makes a direct impression on the mind of passengers about the airport and the location itself. The eateries can see many types of customers like someone “in a rush” or “casually waiting for flights.” Good service is thus paramount for restaurants to ensure a good brand name imprinted on passengers’ minds with the best of customer experience.

The challenge lay in meeting the service expectations of hundreds of passengers during airports’ peak hours, varying at different terminals across the world. Without any systematic and technological intervention, there could be a long queue at billing and pick-up counters of these restaurants. It might result in passengers getting delayed for the flight, or some of the passengers even not opting for restaurants with long queues resulting in loss of business.

In addition to this there were several other challenges like:

- Higher order taking time
- Long queues
- Poor operational efficiency
- Missing out on potential orders
- Overcrowding at cash counters
- Demand Variability with peak hour

Passengers with many options at the food court can easily change the store preference. The passengers in the queue or waiting for food delivery can be left with a bad experience at the stores.

The traditional solution to such a challenge would mean adding more cashiers and staff in the kitchen but that would still not solve the problem of labor, language, accent, absolutely no opportunity to up-sell, kitchen inefficiency and overcrowding at delivery stations.

Island Grill knew there had to be a better way to serve passengers at the QSR locations in the Airport. Efficiency, quality, and variety are key to keeping the guest happy.

To streamline the ordering experience in the concession stands at the airport, they needed to find a partner with the ability to move the self-ordering process to the next level. The company wanted a solution that enabled passengers to order items quickly and easily, without waiting in line. The system needed to support both Credit Card and Cash tenders. The system needed to be easy to use and efficient. The kiosks should be of superior built, to serve the high traffic. Also, the kitchen management system needed to support a fast ordering process.

The Solution

Island Grill partnered with XPR POS to launch Self-Service Kiosk at their Quick Service Restaurants, to improve the performance and ordering experience of the passengers at the airport.

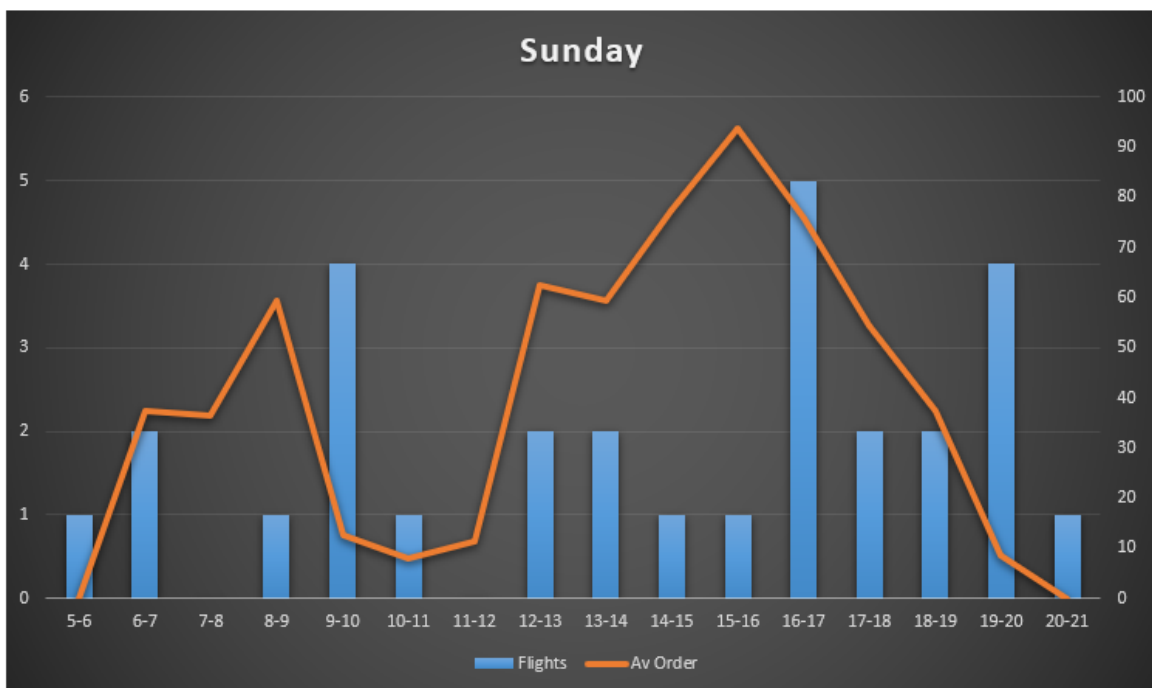
The Kiosk features an attractive menu with item images, item description and upsell configured to each item. Few items like bottles of water and soda cans were set up with one tap to order that would allow passengers for a quick check out. They can choose to pay securely using Credit Cards by swiping on the card reader attached to the kiosk or using mobile phone (Android /Samsung/Android Pay) payment, through integration with Shift4 Payment Gateway Systems. Once the order is placed the kiosk provides a receipt with the pickup station number from where they need to pick up the order once they receive a text notification.

In the Kitchen, each service station has a screen with a bump bar. Orders placed at the Kiosk are displayed on the respective service stations. After completing the order, kitchen staff bump the item complete. The expeditor arranges all items in the order and marks the order complete. When the order is ready, the guest receives a text notification. The menu can be managed using the backend content management system on a tablet or a computer. Authorized personnel can add and modify menu items, hide and unhide menu items, enable or disable ordering on kiosks.

The Result

With a fast implementation and seamless hand holding, Island Grill was able to roll out the self ordering solutions in a couple of weeks. The technology enabled an enhanced ecosystem for all the stakeholders.

A study conducted over 2 months on the ordering pattern of customers compared to scheduled flights drew the crest and trough of peak hours and allowed Island Grill in getting ready with the top selling items in advance. While kiosks helped in eliminating queue, the data analysis infused better kitchen and labour management across the flight pattern on different days of the week. The Kitchen Display System streamlined operations and optimized the use of labor through intelligent load balancing, real time order status tracking and tracking kitchen performance using reports & analytics.



“The implementation also made Island Grill, the first store to launch an entirely self-service restaurant in Barbados ” [Read More on the Implementation](#)

Looking Ahead

Airports across the world are tasting the benefits of seamless technology. Understanding the journey of passengers experiencing airport facilities is the key to amaze local and international

customers. XPR has implemented its self ordering system at various airports such at - Athens, Cyprus, Thessaloniki, Corfu and Bahrain.