Case Study

XPR self service kiosk implementation at KSC helps increase check average by 20%

XPR POS

The Players

TITBIT INC., 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 selfservice Kiosk.

DELAWARE NORTH is a global food service and hospitality company headquartered in Buffalo, New York in the United States. The company operates in the lodging, sporting, airport, gaming and entertainment industries worldwide, servicing millions of customers daily across the globe, ranging from sporting venues, airports, parks, casinos and entertainment facilities.

The Challenge

Parks are an ideal place for families to visit, bond and have a great time. Kennedy Space Center is an international tourist attraction and draws more than 1.5 million visitors annually from all over the world.

The challenge lay in meeting the food requirements of thousands of guests every single day. Without proper systems and technology to support such a large number of hungry visitors the dining café would become extremely hectic during mealtime, especially between 12-3pm, when most of the people flocked to eat and relax but instead found the place totally chaotic.

In addition to this there were several other challenges like:

- Unavailability of seasonal/part-time labor
- Higher order taking time
- Long queues
- Poor operational efficiency
- Missing out on potential orders
- Overcrowding at pick up stations

- Language barriers (all tourists were not comfortable conversing in English)
- Difficulty in understanding accent

This experience left the visitors with a 'bad taste in the mouth' and employees 'exhausted' & 'frustrated'.

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

Delaware North knew there had to be a better way to feed guests in the Parks. Efficiency, quality, and variety are key to keeping the guest happy.

"We wanted to provide guests with the option of self-ordering food, as they like it (customization) and when they want it" Therrin Protze, COO at Kennedy Space Center Visitors Complex/Delaware North. "We needed a solution that was fast, flexible, and reliable."

To streamline the ordering in Orbit Café at Kennedy Space Center, Delaware North needed to find an innovative partner with the ability to move the self-ordering process to the next level. The company wanted a solution that enabled guests to order items quickly and easily in the busy Café. The system needed to support both Credit Card and Cash tenders. The system needed to be easy to use and efficient. The café has high traffic throughout the day, so the Kiosks are needed to be rugged and reliable. Also, the kitchen management system needed to support fast ordering.

The Solution

Delaware North partnered with Titbit Inc. to launch Self-Service Kiosk at Orbit Café in Kennedy Space Center that provides restaurant-style dining experience to the guest visiting the Park.

The guest uses touchscreen Kiosk that features extensive made to order menu, menu selection in different languages and ability to pay with both credit card and cash. The kiosk has photos and descriptions of every item, which allows users to quickly assess the options. Guests can review and modify their order before making the payment. After completing the order, guests get a receipt with the pickup station number from where they need to pick up the order once their order number is displayed on the Order Announcement Screen.

In the Kitchen, each service station has screen either they are touch screen or 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 on the touch screen. When the order is ready, guests can see their order number displayed on a large Order Announcement Screen in the Café.

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.

## Components of Integrated Self Serve Kiosk Solutions

The integrated solution consists of 4 Credit Card Kiosks; 2 Cash & Card Kiosks; XPR Kitchen Display System; and Order Announcement Screen.

The Cash & Card Kiosk is a unique concept and was designed to accept cash and coins as payment and return exact change thereby making cash transactions safe, reliable and accurate. The kiosk accepts international currencies like Dollar, Pound, Euro, etc.

The kiosk has multiple language options to choose from thus making food ordering easy for international tourists who cannot read/speak English.

The Kitchen Display System segregates orders and assigns them to the respective stations e.g. Pizza, Beverage, etc.

The Order Announcement Screen displays the order number once it is ready for pick up from the respective pick up station.
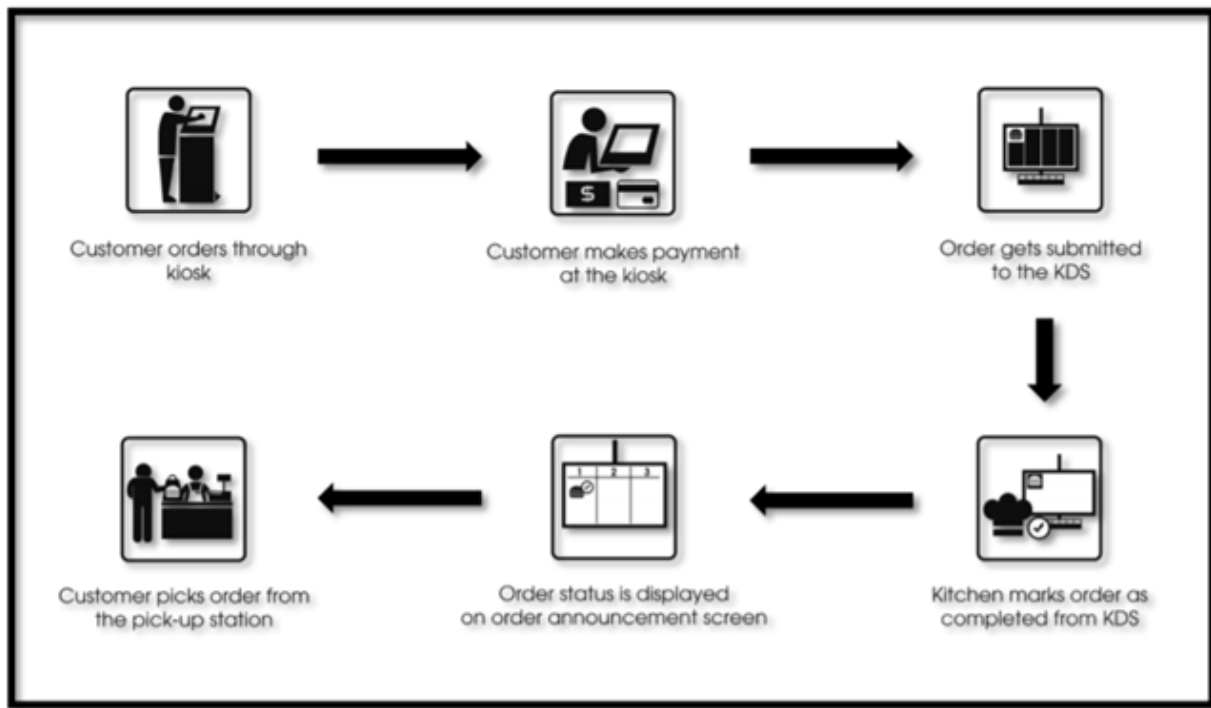
The Result

XPR's core competency lies in providing an end to end solution that includes Self-Ordering Systems, Cash Registers & Mobile POS, KDS & Order Display Boards, Digital Signage & Menu Boards, Reports & Analytics, Secure Card & Cash Payments.

Increase in Average Check Size

Average Incremental Order Value from the Kiosk is higher when compared to orders placed at the Cash Register by more than 20%.

Higher Kitchen Efficiency

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.

Hassle Free Pickup

Orders bumped off from assembly or expeditor station get displayed on a large Order Announcement Screen so customers know when their order is ready to be picked up. This helped reduce crowding and confusion at the pick up stations.

The self-service kiosks are increasing in the restaurants, parks, colleges, and sporting venues and this successful program is already increasing. By implementing self-service kiosk and kitchen management solution parks dining locations can drastically enhance their efficiency, reduce wait times, and improve the quality of guest dining without increasing labor.