

DIGITAL SIGNAGE CASE STUDY – BURGER KING

Case Study - 18.07.2024



Background

Burger King is one of the world's most well-known and popular fast food restaurants. With just under 20,000 locations worldwide they are the second largest hamburger chain in the world. Despite this fact, Burger King never operated in the country of Greece until 2018 when the company that manages food and drink outlets at Rhodes International Airport decided to open one there. They oversee and maintain food and drink outlets at airports all across the world including Rhodes Airport and in late 2022 they came to our partner looking to modernise the branch and install a brand new digital kiosk ordering system.

Burger King came to our partner as they had been involved in successfully supplying our Network Digital Menu Boards when the branch first opened, so knew they had a partner that could deliver reliable AV solutions. For this they wanted multiple touch screens that customers could use to select and pay for their orders. With multiple new touch screen units in place they could increase the efficiency for customers and redeploy staff members for better service overall.

Challenges

Burger King were very clear in what they wanted. The most important thing for them was to deliver an excellent experience for customers. The screen needed to be easy to use, large enough to clearly display the different menu options and fast to use. If the screen could not run the software at speed, it could frustrate the buying process for customers. As such a large established chain Burger King already had a self-ordering EPOS system that just needed a PC to run on.

As part of the ordering process they needed the kiosk to have an internal receipt printer, chip and pin card reader and QR infrared scanner (for vouchers etc). In terms of appearance they had no specific requirements apart from that it should look modern and clean. As part of a food court at the airport the Burger King branch had no wall space upon which to mount the screens so would need a freestanding solution that could be secured in place as they had concerns about the screens being tipped over or moved out of place. In terms of powering the screens, the client was adamant they would not accept messy

Products

4 x 27" PCAP Self Service Kiosks



power cables across the restaurant that could be a tripping hazard for customers. Frustratingly the airport would not allow for cables under the floor so our partner would have to find another solution to power the displays.

Solutions

Our partner knew just the solution that would work for Burger King; our PCAP Self Service Kiosk solution. Designed with quick service restaurants in mind the display combines a 27" commercial grade ten point PCAP touch screen, the screen is perfectly scaled to clearly display the delicious menu items without being undersized or too overbearing. Inside each of the PCAP Self Service kiosks we have powerful OPS Windows PC that was used to run the Burger King EPOS software with no issues at optimum speed.

The PCAP Self Service Kiosks have an integrated Epson printer, integrated QR code scanner and also space for a card machine which our partner was able to source themselves locally. The screens have a sleek modern design with the white exterior offering a fresh aesthetic. In terms of mounting the screens we were able to provide floor stands that could be secured to the ground. This meant there was no risk of the units being tipped over or moved. In terms of powering the screens our partner configured a solution to power the screens from the ceiling using a small pole to hide the cables for a clean finish.

Results

With the PCAP Self Service Kiosks our partner was able to easily configure a complete solution for Burger King in no time. Four units were installed at the Burger King in Rhodes Airport in early 2023 that have been a huge success exponentially increasing the customer satisfaction levels for travellers passing through the airport while also increasing the profitability of the branch.

Our partner has strengthened the relationship with the major company that operate food and drinks business in airports across the world and are now a trusted supplier of digital signage and touch screen solutions. There are now talks for further signage projects at various airports in the middle east.

