

Reactive to proactive

Improving business management and efficiencies with Chromebox and ChromeOS

A tech company committed to helping clients increase operational efficiency, health and safety, and customer experience, Fingermark has worked with Taco Bell and Restaurant Brands Australia (RBAU) for more than four years. Aiming to solve several challenges around staff shortages, long customer wait times, and management stability, Fingermark introduced the self-serve kiosk system, powered by Chromebox, into nine stores across Australia.



Challenge

Traditionally, Taco Bell, like other quick service restaurants (QSR) have been run by servers taking orders at a counter from customers, while employees in the kitchen prepare the food. Growing challenges, including staff shortages, rising operational costs, and changing customer expectations – specifically around the option of contactless service post-COVID – led the chain to look for an alternative. Other QSR within the RBAU cohort have seen great success in self-serve kiosks.

“We’re in a partnership with Google,” says Cris Servadio, Australian Country Manager at Fingermark. “The computer inside our kiosks is a Chromebox. Our development team all rely on the Chrome app, hosted inside the Google Cloud Platform, to deliver updates, and manage the application. The cool thing we get from Google is the tools, which makes management easier than ever before. When we’re dealing with 700 stores countrywide, we need the tools to make changes quickly and all at once, not one device at a time. Chrome Enterprise Upgrades gives us that capability.”

Solution

Across nine Taco Bell restaurants, 27 kiosks were installed. The solutions being sought were there to benefit the customer, the staff on the ground, and the RBAU management team in head office monitoring the devices. For the customer, accuracy, speed of service, and overall experience were all improved. Management benefits were wide-reaching – from greater ease of monitoring, to expedited marketing roll-outs, to being able to test, then roll-out, security updates. “The real benefits of ChromeOS for the business are ease of fleet-wide management, security via the pre-updates, and the ability to provide the business with the analytics and key data they need to achieve the ROI,” says Cris.



“Prior to Google, the kiosk management was tedious and slow. With the Google management console, every team can log into the Google management platform, and see our global fleets. We can remotely connect the right department to the device, reboot it, update it, control the operating system, control the security fixes. It’s improved our standards.”

Cris Servadio,
Australian Country Manager, Fingermark

Creating a faster, more secure environment for staff and management

The knock-on effects of COVID were being felt across the Taco Bell restaurants for customers, staff, and management.

Customers wanted a faster, contactless service offering, while the business struggled to keep up with demand during busy periods due to staff shortages across the country. Management needed better visibility on activity to achieve desired ROI. Kiosks powered by Chromebox and managed with the Chrome Enterprise Upgrade provide the trifecta of solutions.

“The advanced tools available on the Google management console have really been the biggest benefit day-to-day,” says Cris. “If there’s an issue, I can remotely connect to the kiosk, I can take a screenshot immediately and capture that for the development teams to investigate. I can look at the logs and give it a reboot remotely if a kiosk is down. I don’t even need to speak to the store. I can just go ‘boom, reboot, let’s update it.’”

“The advanced tools available on the Google management with the Chrome Enterprise Upgrade have really been the biggest benefit day-to-day.”

Cris Servadio,
Australian Country Manager, Fingermark

What Taco Bell wanted

- Improved customer experience, including less wait time and fewer order inaccuracies.
- Increased ability to implement marketing offers and specials across stores quickly.
- Enhanced security for stores and data, fleet wide.
- Better environment for staff, including less stress and customer complaints.
- Access to analytics that would drive business efficiencies and growth.
- Stability and ease of management monitoring of store outcomes and operating systems.

What Fingermark did

- Fingermark installed 27 kiosks into nine Taco Bell restaurants, each powered by Chromebox and connected to a Chrome Enterprise Upgrade accessible by RBAU head office.
- By installing the kiosks and using the Google management console, Fingermark created a “hands-off” process with the automated security functions, thus reducing days of people-power and significantly reducing costs.
- Taco Bell diverted employees from the front counter into the kitchen, thus safeguarding jobs while increasing speed and efficiencies for the staff and customers.
- By switching to a Google powered and managed system, Fingermark were able to access reports and data faster and fix issues out-of-hours, which in turn created a more seamless operating environment for staff and management.

What they achieved

- Improved control and visibility for management across the fleet of stores, including analytics and key data reports.
- Increased security thanks to ChromeOS regular updates and the ability for management to test updates before rolling them out.
- Faster ordering and more accurate orders for customers, equating to fewer complaints, better customer satisfaction, and an increase in the average order value per customer.
- Reduction in waste, specifically packaging as the dine-in vs takeaway option was processed at ordering stage, and bags were not provided unnecessarily.

Conclusion

Looking to the future, Fingermark are looking to Google for the tech needed to take a proactive approach to device management, something their customers are asking for. “In the past it’s been a very reactive system,” says Cris. “Something breaks, we go in and fix it. Our customers want a proactive option. Greater insight or analysis reporting is what we’re looking for in Google as we move forwards.”

01

Using Chromebox to power new operating systems

With outdated legacy systems requiring “tedious” singular device attention, the switch to Chromebox enabled Fingermark to look after the whole fleet of kiosks for Taco Bell at the same time, saving days of people-power. This is mirrored across Fingermark’s other QSR clients who use ChromeOS powered kiosks. “We now have the capability of looking at all our fleets globally,” says Cris.

02

Targeted analytics results in greater transparency for management

As a result of the Chrome Enterprise Upgrade the management team at RBAU head offices are now able to monitor fleets of devices across the country and make necessary fixes immediately. Additionally, the reports that can be produced from entire restaurants to individual kiosks mean problems are solved faster, and opportunities for customer/business improvements can be identified and acted upon with greater expedience.

03

Reduction in waste and uplift in average order value

By automating the ordering process, less packaging was used on dine-in meals, meaning a drop in packaging waste. Additionally, greater value per customer was achieved thanks in part to the kiosk system giving customers more dwell time when making selections, but also through the ability of ChromeOS, with the Chrome Enterprise Upgrade to roll out marketing offers in a timely way.

04

Overall better customer experience

Through the new kiosk system powered by ChromeOS and the Chrome Enterprise Upgrade, a myriad of customer issues were either resolved or reduced. These included faster processes resulting in improved customer experience, increased order accuracy resulting in fewer complaints, reduction of wait times, and greater customisation of orders.



Get in touch

Contact Fingermark on 1800 819 379 to find out how Google ChromeOS can help you achieve your business related goals.