

# Customized kiosk solution increases throughput



Dunkin' was seeking a new profitable sales channel for regular customers. To achieve their vision, they needed a partner that could provide a custom ordering solution to improve traffic fluency without increasing labor, all while adapting to the restaurant's unique brand strategy and image.

## Challenge

Both drink customization and speed of service are key business drivers. It's critical that customers always get the same level of drink personalization they've come to expect with speed and accuracy. The customer approached ACRELEC with its goal of increasing throughput in the restaurant's high-traffic stores, especially during peak times. They asked for a custom ordering solution that would create more customer engagement, eliminate language barriers, and allow for real-time communication with their POS system while increasing order accuracy.

*As far as improving guest count, and the amount of throughput that we can get in our restaurants, it has certainly helped.*





## Solution

ACRELEC provided full-service capacity, integrating into their business model to deliver, install and maintain a custom kiosk pilot with a minimal footprint for one of their busiest US stores. The ACRELEC team went through an iterative process to develop the right final product – lab-tested K27 hardware with custom modules for cameras and an EFT card reader that met all of the customers’ objectives.

Featuring a UI update to DOT XIX, the robust prototype seamlessly integrated with Symphony POS, Gift Cards, and their loyalty program to ensure custom upsell options with each customer interaction. The solution was also ADA compliant, presenting clear offerings and LTOs that were easy to engage with.

## Outcome

ACRELEC was able to fully adapt the brand and business strategy with this customized kiosk solution that successfully increased throughput and upsells in one of their busiest locations. The average check rose 17% higher than sales at the traditional POS front counter, exceeding KPI’s for the store. Shortly after launching, the pilot was rolled out to over 320 kiosks installed in over 235 locations through the end of May 2021.

# 17%

higher average check than sales at the traditional front counter

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