

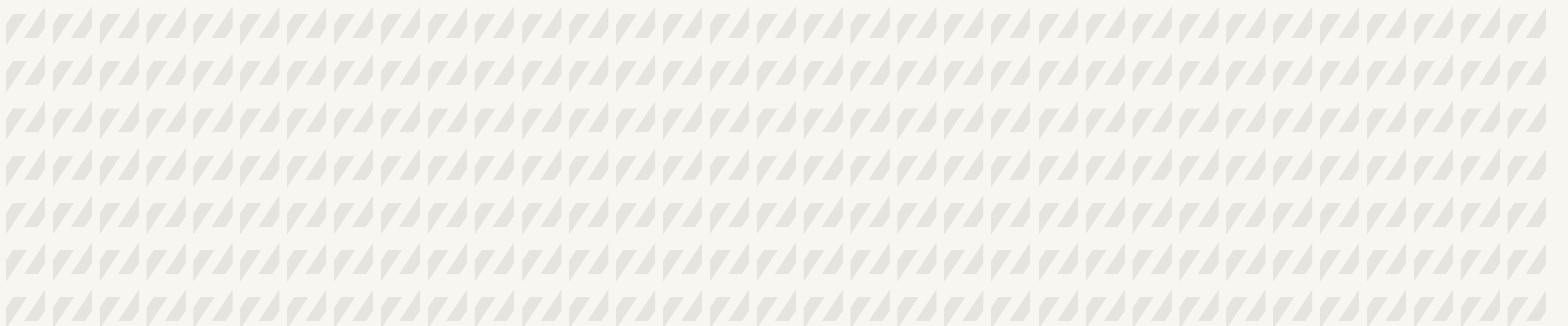
Boosting Restaurant Engagement through Digital Displays

European Leader in Digital Signage Solutions



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Introduction

QSR (Quick Service Restaurant) brands that emphasise customer engagement through digital channels are going to excite their customers, attract new ones and improve business revenues. We're already starting to see QSR's implementing digital experiences within the customer buying journey, from digital menu boards to self-serve kiosks, but how can QSR's maximise Digital Signage solutions to drive customer engagement even further?

This ebook offers digital solutions that go beyond the traditional five counter displays and will give you the ingredients to increase customer engagement within your digital environments. From attracting customer attention with Digital Out-Of-Home (DOOH) signage and window displays, to streamlining internal communications and revving up drive-thru experiences, Digital Signage has a menu of benefits to take QSRs to the next level...

Digital Signage serves up a menu of benefits



Helps to attract customer attention and drives sales



Increases upsells at Point Of Sale (POS)



Enhances the overall customer experience



Improves operational efficiency



Reduces manual work through automated content integrations



Opportunities to launch and display omnichannel marketing campaigns

Our Expertise

KFC



PINK FISH

★ **HESBURGER** ★

QSR's can use Digital Signage Solutions to:

▶ **Establish**
a customer journey

✉ **Deliver**
strong, brand led content

☝ **Engage
and entice**
to draw customers in

💡 **Provide Intuitive
and efficient
ordering**
at kiosks and payment at POS

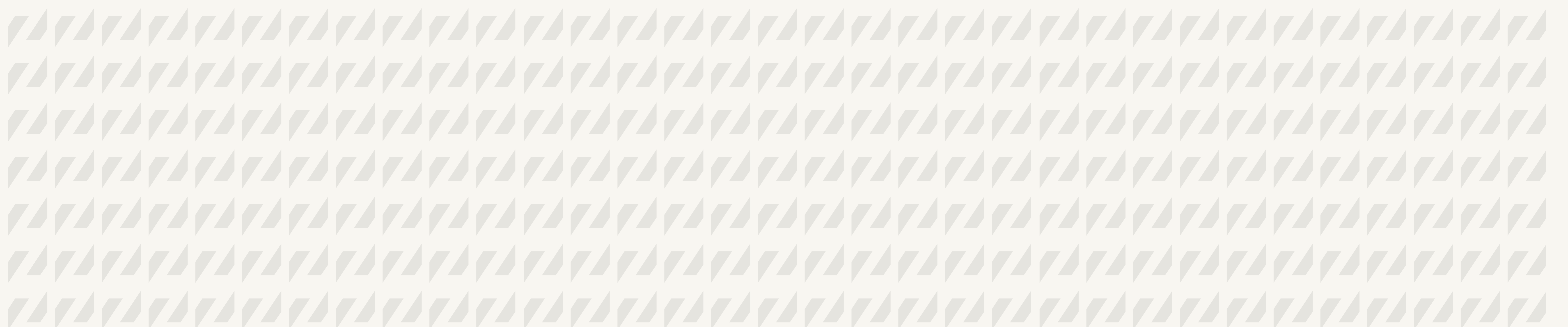
⚡ **Be Responsive**
to environmental conditions

📁 **Intelligently
manage
inventory**
to enable quick service and
reduce food wastage

■ **Equip Smart
solutions**
for customer targeting

🎧 **Create
Environments**
with background music
and strategic lighting

📱 **Utilise App
integration**
for ease of use and delivery



12-Step Recipe for Digital Signage Success



Our hearty 12-step recipe serves as your culinary map, meticulously crafted to guide you through every stage of building a successful and impactful digital signage strategy tailored to your business's unique needs and goals.

Much like the secret ingredient in a tried and tested family recipe, our unique blend of technology, content, and customer engagement has the power to transform your restaurant operations, leaving a lasting impression on your customers.

So, follow our 12-step recipe to digital signage and get ready to taste success!

Ingredients

- 1 cup of creative thinking
- 3 cups interactive displays
- 1 cup strategic placement
- A dash of engaging content
- A sprinkle of data analytics
- ½ tsp of cloud-based management
- 2 ½ tsp personalisation
- A pinch of real-time updates

Instructions

- 1/ Before you begin make sure to identify your restaurant's needs and goals
- 2/ Research your target audience to see what appeals to them
- 3/ Identify areas within your restaurant where Digital Signage could make a big impact
- 4/ Follow our 12-step guide to digital signage.

Serving Suggestion

Remember, like any recipe, feel free to adjust the "ingredients" and "12-step instructions" based on your restaurant's unique needs and preferences. Enjoy cooking up success with digital signage!

12 Step Recipe for Success

Capture Attention: Digital Window Displays

Window displays are a 'window' into your store. It's the first impression a customer has of your restaurant. It's important to acknowledge this with an enticing, and engaging frontage that best represents your brand identity. With Digital Signage, you can style your window so that content is displayed to evoke your brand's messaging.

This helps to entice customers inside to place an order.



Digital window displays also give QSRs the opportunity to display new menu items and updated prices in real-time, which is especially useful for limited-time offers or menu changes. This saves the restaurant time and operational resources by eliminating the need for reprinting and replacing traditional static signage.

Content can also easily be dayparted to advertise different menu options and selections at different set times during the day. For example, scheduled morning content could include coffee and breakfast items on the menu, in the afternoon the content shifts to lunchtime favourites and 3 o'clock pick me ups.

Digital displays capture **400%** more views than static displays. ¹

Real-time Digital Content

Digital Signage is an effective tool for showcasing dynamic digital content that can be automatically updated in real-time based on the time of day or year. This approach allows businesses to tailor their content to reflect current trends, promotions or activations.

For example, a restaurant can use Digital Signage to display different menu items depending on the time of day.

In the morning, the display can show breakfast items such as bagels and pastries, while in the afternoon, it can show lunch items such as sandwiches and salads.

Alternatively, the content can be updated based on other environmental conditions and factors, such as advertising iced coffee on a hot day, or hot chocolates on colder days.



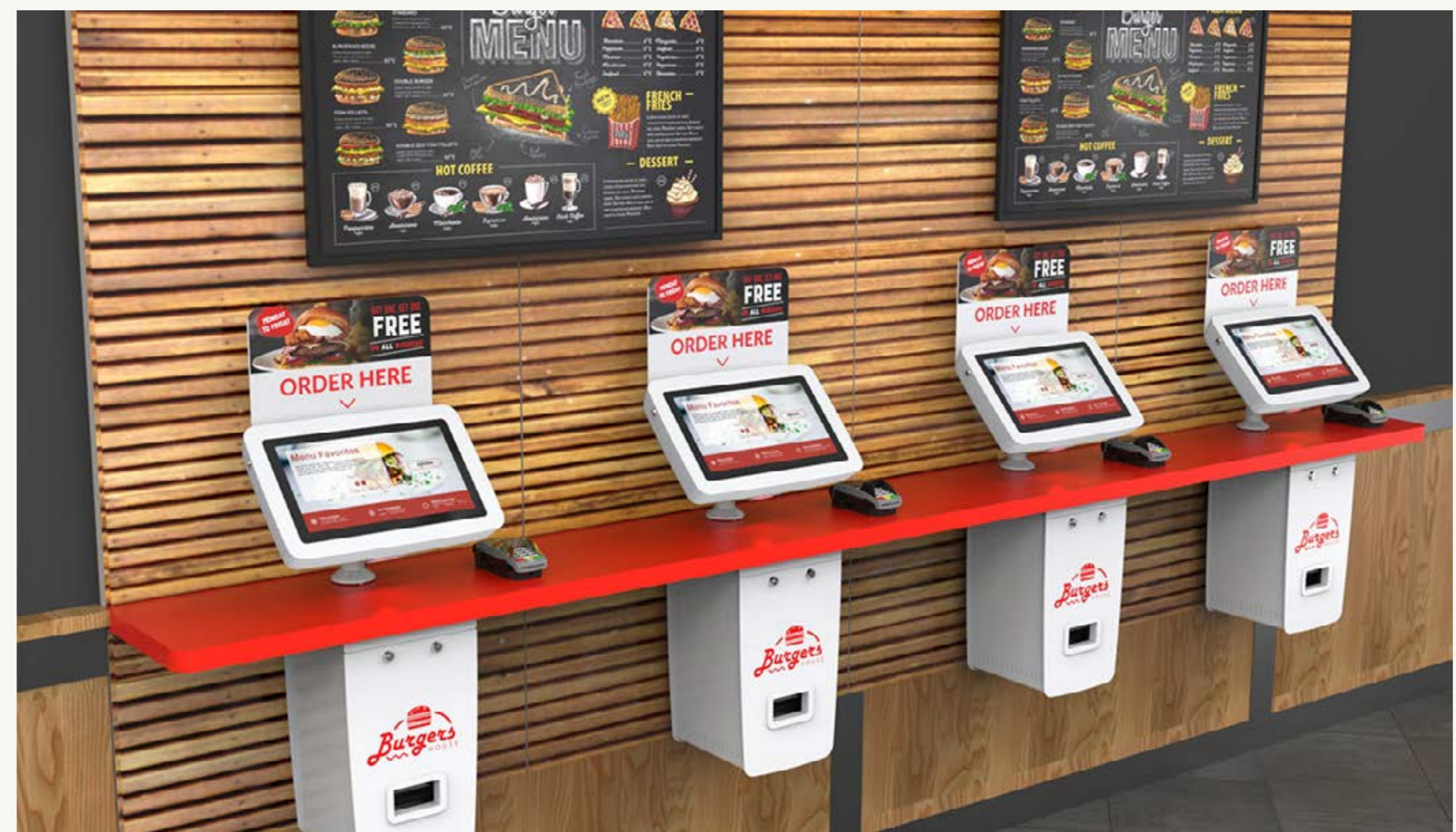
Reinvent your Operations: Self-Serve Kiosks

Digital self-serve kiosks offer a host of benefits for both the customers and the restaurants itself.

They offer customers a more convenient and personalised experience by allowing them to place their orders and customise their meals exactly as they want them, using an intelligent user interface to reduce wait time and reduce mistakes.

They also increase efficiency and productivity by freeing up staff to focus on other important tasks, such as food preparation and customer service. This can ultimately lead to faster service and shorter wait times, which will improve overall customer satisfaction.

Self-serve kiosks are a great way of collecting valuable data on customer preferences, order trends and sales patterns. This information can be used to optimise menu offerings, pricing, and marketing strategies. Content can also be pulled through stock systems to show real-time availability to avoid disappointment and a negative customer experience.



66%
of consumers prefer self-service options
over interacting with store employees ²

Revolutionise Inventory Management

With more flexible technology, restaurant operators can make instant updates to their menu as it changes. If an item is suddenly out of stock, restaurants can adjust the menu immediately, improving customer satisfaction.

Customers using self-serve kiosks will have access to the most current, up-to-date menus. This removes the possibility of disappointment that comes when someone selects a product that's no longer available.

Engage your Customers: Digital Menu Boards



Static menu boards are a thing of the past. Digital display boards offer a variety of benefits to help engage customers and streamline operations and improve efficiency.

Digital menu boards can be used to update content in real-time, giving the ability to promote high-margin items, upsell to customers, and promote specials and promotions more effectively.

This improves operational efficiency by reducing the need for staff to manually change signage throughout the restaurant. This is a huge time saver as the boards can be automated to update

when products go out of stock, helping to dodge any negative customer experiences.

Digital menu boards can also help QSRs maintain a consistent brand image across multiple locations, ensuring that customers have a similar experience no matter which location they visit. This consistency can improve brand recognition and customer loyalty.

Finally, digital menus can collect data on customer preferences, popular items, and sales trends. This data can help QSRs make informed decisions about menu items and promotional campaigns.

**Digital signage
increases the average
purchase amount by
29.5%** ³

Optimise engagement opportunities

Digital menu boards can display dynamic and interactive content such as videos, animations, and high-quality images to capture the attention of customers and create a unique experience as soon as they walk through the doors.

Integrate them with social media platforms, to allow customers to engage with the brand and share their

experiences on social media.

Or, promote additional menu items and promotions, increasing the average order value and driving revenue.

By creating visually appealing and interactive experiences, QSRs can keep customers engaged and interested in their menu offerings.

Modernize your Point of Sale (POS): Digital Till Cards

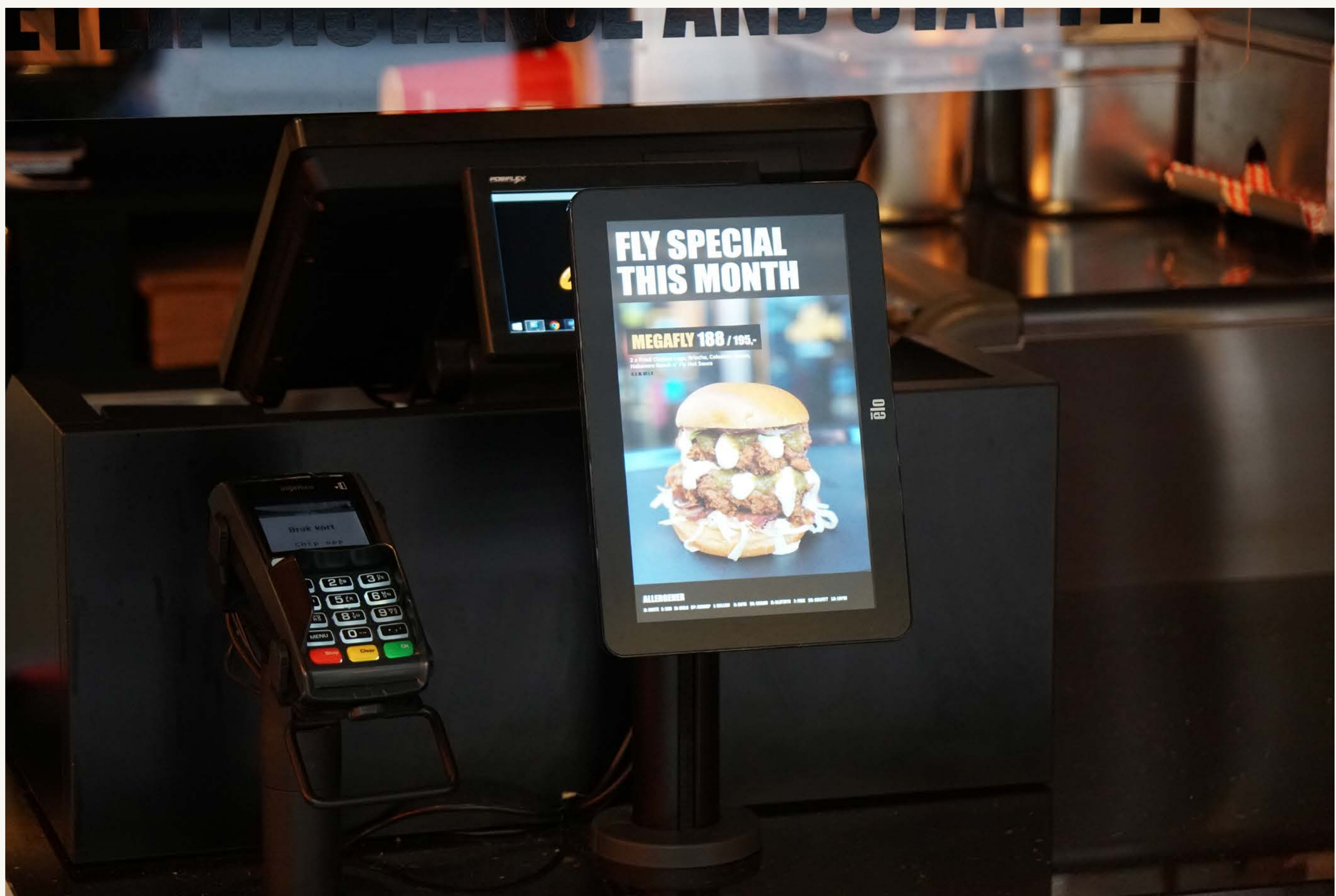
Integration with sign-in and loyalty schemes further enhances customer personalization. By linking the digital POS systems with customer loyalty programs, restaurants can gather valuable data about individual preferences and purchase history.

This information allows them to offer personalized promotions, rewards, and discounts, creating a more engaging and tailored experience for their customers.

Digital POS systems also enable strategic upselling opportunities. By analyzing existing orders, time of day and other factors, the system can intelligently suggest additional

items to customers, increasing the average transaction value. This not only boosts revenue but also enhances the customer experience by offering relevant and enticing upsell options.

Integration with mobile apps is another advantage of digital POS systems. By allowing customers to place orders and make payments through mobile apps, QSRs can streamline the ordering process, reduce wait times, and cater to the growing demand for digital convenience.



Personalize Order Status: Digital Order Updates

When it comes to hungry customers, it pays to be transparent with when they can expect their order. Using digital displays to show a customer's order status improves the overall customer experience by reducing customer anxiety about the status of their order.

When a customer places an order, they are given an order number. Digital menus can display the order number and update it in real-time as the order progresses through different stages, such as preparation, cooking and ready for pickup. They can also be used to display the estimated wait time for orders, based on the current queue and the time it takes to prepare and cook different menu items.

This can help customers plan their time and reduce frustration caused by long wait times.

Digital menu boards can also display customised messaging based on the status of the order and order information given. For example, when an order is processed, the menu board can display a message which includes their name to give the customer a more personalised experience. When the order is ready for pickup, the digital menu board can also display a message that says "[Name] Your Order is Ready!". This can create a positive experience for customers and reduce confusion about where to pick up their order.

The average waiting time for customers at a fast-food restaurant is 3.4 minutes ⁴



Improve Wayfinding: In Store Communications

Digital displays provide clear and interactive directions to guide customers through QSR premises. With dynamic and visually appealing maps, customers can easily locate the different areas within the restaurant, such as the ordering counter, seating areas, restrooms, or pickup points. This helps minimize confusion and enhances the overall navigation experience.

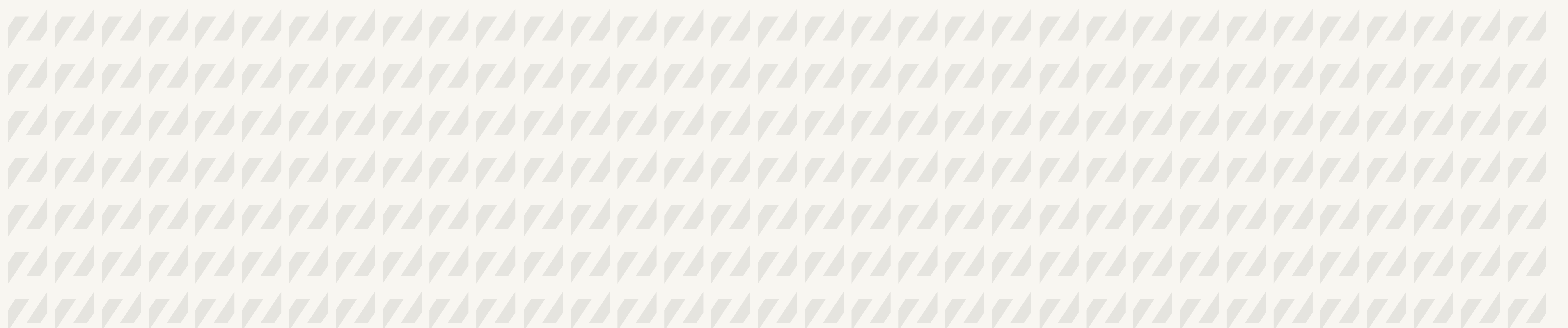
Digital displays can also be updated in real time to reflect any changes in the layout or temporary closures within the restaurant. This ensures that customers receive accurate and up-to-date information, preventing any frustration or inconvenience caused by outdated signage.

For QSRs operating in diverse communities or tourist destinations, digital displays can offer multilingual support. By providing navigation instructions in different languages, these displays cater to a wider customer base and enhance inclusivity.

And finally, using digital displays throughout the restaurant can provide clear wayfinding instructions to customers, so staff members are freed up from constantly giving directions. This enables them to focus on other critical tasks, such as order fulfilment and customer service, leading to improved operational efficiency and customer satisfaction.

The digital wayfinding solutions market size is projected to reach million by 2028 from \$234.62 million in 2021 ⁵

\$664.95



Upgrade your Drive-Thru experience

Just because the customer isn't actively walking into the restaurant, it doesn't mean that they shouldn't receive the same experience. Digital drive thru menu boards are a great way to show off menus in a visually appealing way, showcase brand messaging, promote specials and limited time offers, and entertain customers as they wait for their food.

Digital drive-thru displays are now fun, interactive experiences that prompt the customer to make better informed and quick decisions. With high-quality LED visual displays, animations, calls to action and teaser images, food never looked so good.

With a drive-thru experience, you want your customer to drive away feeling valued, appreciated and wanting to return. That's exactly how you'd expect them to feel if they had spent time actually sitting in the restaurant itself.

Digital display menus can serve as multi-purpose opportunities, because they have the ability to be updated in real-time, they offer much greater flexibility than static menu boards and therefore more opportunities for customer interaction and engagement. For example, they can be updated to only show items that are already prepared, helping to reduce customer wait times and improve efficiency.

Up to **92.6%** of buying decisions are influenced by visual factors ⁶



The Future of Drive-Thru Smart Signage

According to research, drive-thru's accounted for 52% of QSR orders in August 2021, compared with 42% in January 2020. Due to this growth, technology such as drive-thru vehicle detection is likely to play a key role in the future of the restaurant customer experience.

This has been introduced to reduce the amount of time between arrival and order which helps to improve customer experience and allows employees to take more orders within a given time frame.

Not only can vehicle detection technology tell you if a vehicle is there, but it can also tell you who is in that vehicle and what they are likely to order, based on previous order history or anticipated demographic.

For customers that opt in, cameras can facilitate licence plates, mobile phone or facial recognition technology to identify customers. This can allow for personalization of service in drive-thru ordering systems, including greeting them by name and offering tailored advertisements and promotions based on their persona and ordering preferences all enabled through digital displays.



Power up your Technology: EV Charging

As QSRs know, the convenience factor plays an important role in consumer adoption. Just as with food, convenience will play a critical role in EV adoption and services.

As the popularity of electric cars grows, QSRs have the opportunity to leverage their expertise to address this new megatrend using Digital Signage.

Digital Signage can be used to display the availability of charging stations in real-time, allowing EV drivers to quickly find an available station.

They can also display charging instructions, including how to use the charging station, safety precautions and any other relevant information the customer might need to know.

With electric car users wanting to reduce their environmental impact, they also might be interested in knowing how much energy is being consumed and how much CO2 emissions are being saved. Digital display screens can update and display in real-time, showing how much energy usage data they have generated.

The global electric vehicle market is expected to surpass \$980 billion by 2028. [7](#)



Create an Atmosphere: Audio

Just like Digital Signage, music can play an important role in creating a welcoming atmosphere and enhancing the overall dining experience for customers.

Music has the power to affect our mood and in a fast-paced environment like a QSR, a well-chosen playlist can help to create a positive and energetic atmosphere helping to make customers feel more comfortable.



Liveqube: In-Store Music Enhances the Brand Experience

Music is often an overlooked part of a brand identity, especially in comparison to visuals, but it has a huge part to play in creating the right mood in out of home environments.

ZetaDisplays music specialist, Liveqube, helps businesses take control of their brand's atmosphere and create a unique experience for their customers.

The team spend time getting to know the brand, their objectives and target audiences then curate regularly evolving playlists to reach those goals. These could include to make a brand stand out, to decrease perceived waiting times or to set the pace of the customer journey.

Average sales increased by **31.7%** when brand-fit background music was played compared with when incongruent background music was played in the store.⁸



Foster Company Culture: Internal Communications

Digital displays provide an engaging and interactive platform to communicate with staff members. By using visually appealing graphics, videos, and dynamic content, internal messages can capture employees' attention and foster a sense of engagement. Keeping employees informed and involved in the happenings of the company helps build loyalty and a stronger connection to the organization.

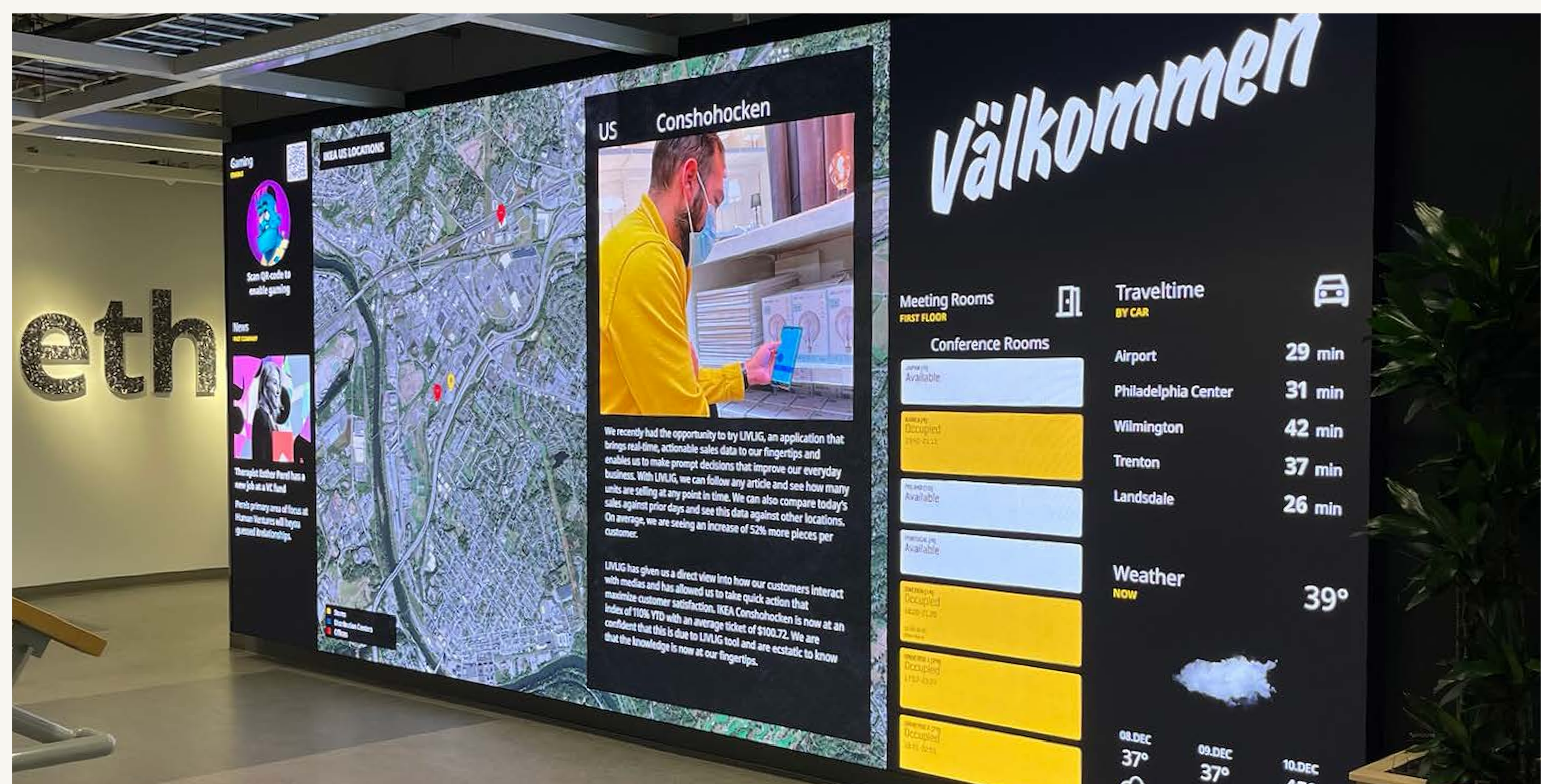
Digital displays also offer a valuable opportunity to showcase behind-the-scenes content and share important updates with staff members. Whether it's highlighting new menu items, showcasing employee achievements, or sharing operational changes, digital displays

can efficiently deliver this information to all employees simultaneously, ensuring consistent messaging, enhancing culture and reducing the chances of miscommunication.

QSR's can also integrate digital displays with social media feeds allowing them to keep employees up to date with company news and external communication channels. By displaying social media posts and updates on the screens, employees can stay informed about the latest developments, promotions, and customer feedback. This integration creates a sense of connection between employees, the brand and its online presence.

Improved internal communication can improve organisational productivity by as much as

25% ⁹



Streamline Food Preparation: Smart Kitchen

Digital Signage can be used for many reasons in food preparation areas to help streamline operations and speed up order times.

One of the main advantages of using Digital Signage is that it allows for real-time updates to be displayed on screens throughout the kitchen, ensuring that all staff members are aware of any changes to orders, menu items, or special requests. This helps to reduce human error and avoid any delays in the kitchen.

Digital Signage can also be used to track orders from start to finish, allowing kitchen staff to see which orders are ready for pickup and which are still in progress. This helps to improve efficiency and reduce wait times for customers resulting in a better customer experience.



Dominate Public spaces: Digital Out-Of-Home (DOOH)

Digital Out Of Home (DOOH) advertising drives local traffic, engages consumers, amplifies brand and product awareness and utilises precise measurements to help QSR marketers make informed decisions.

Setting up DOOH signage in proximity to a QSR location can help to draw the attention of passers-by who are on the move. By displaying dynamic and engaging content such as new menu additions, promotions, real-time

updates and weather, QSRs can build an impression of their brand even when the restaurant is closed. This helps build an interaction with audiences, grabbing their interest and building on their brand loyalty before they have even stepped through the restaurant doors.

DOOH signage can be updated in real-time, allowing QSRs to tailor their messages to specific area demographics, times of day and local conditions.

63% of QSR marketers say they expect digital out-of-home advertising to deliver more restaurant visits [10](#)



Content Creation and Management

ZetaDisplays proprietary CMS software, ENGAGE™, offers an ideal solution for QSRs seeking efficient content management.

With ENGAGE™, QSRs can ensure the delivery of the right content to their digital displays. The dynamic content feature enables scenario-based content that can be tailored to specific times, such as breakfast, lunch, or dinner, ensuring the right messaging is displayed at the right time. Engage also provides template creation capabilities, empowering content teams to swiftly create responsive and visually appealing content that aligns with the brand's guidelines.

Automatic menu switches are seamlessly facilitated through ENGAGE™, allowing restaurants to update menus in real time and effortlessly adapt to changes in offerings or pricing.

Furthermore, ZetaDisplays CMS software enables integration with the wider digital ecosystem of QSRs. This includes integration with social media platforms, allowing real-time display of social media feeds and customer feedback, fostering online engagement and connection.

ENGAGE™ also offers integration with POS systems and databases, ensuring accurate and up-to-date information is displayed on the digital screens, such as promotions, order updates, or loyalty program details.

ENGAGE™ can help to empower QSRs to streamline their content management process. From ensuring the delivery of the right content at the right time, to facilitating automatic menu switches and integrating with various digital platforms, ENGAGE™ provides a comprehensive solution to enhance the Digital Signage experience for both QSRs and their customers.

ENGAGE™ CMS Software features:

- ✓ **Intuitive Interface - Guides users through a step-by-step process**
- ✓ **Ease of Use - Streamlines workflows**
- ✓ **Platform Integration - Integrate with all of your content, social media and analytics platforms**
- ✓ **Real-time analysis - of your network and physical locations**
- ✓ **Scalable - Grows as your digital ecosystem evolves**
- ✓ **Dynamic Data - Integrate real-time feeds and customise your brand**
- ✓ **Continual development - of new integrations, features and automated workflows**

Customer Success Stories

Case Study

KFC



Introduction

Rotterdam saw the opening of the inaugural KFC outlet in the Netherlands in 1972. Presently, KFC operates over 25,000 restaurants across 145 nations and territories worldwide. The Netherlands currently boasts 60 KFC outlets within the Nordic region, while there are 40 such establishments located in and around Belgian cities. With aspirations to launch additional restaurants, KFC regards ZetaDisplay, with its proficiency in Digital Signage, as a crucial partner in achieving its objectives.

KFC conducted a trial of the ZetaDisplay webOS solution in its restaurants located in Nijmegen, Arnhem, and Almere back

in 2015. The positive outcome of the test prompted them to adopt the LG digital menu boards for all new and renovated KFC outlets across the Nordics.

Partnering with ZetaDisplay allowed KFC to enhance its customer journey strategy and framework. This collaboration resulted in numerous benefits for KFC, including improved recruitment content enhanced Crew TV channel content, and real-time drive-thru speed optimization. One of the key advantages of implementing ZetaDisplays solution was the ability to create a seamless and engaging customer experience throughout various touchpoints.

Challenges

- KFC needed central and local control over the screens
- KFC sought after an appropriate communication channel to interact with its staff. They wished to disseminate information on hygiene regulations, current news, and also incorporate some entertainment through social media, and birthday messages.
- It was essential to safeguard the screens against moisture, grease, and dust.

CUSTOMER SUCCESS STORIES

Solution

- KFC chose LG webOS monitors, without external media players, which can be remotely controlled by ZetaDisplays proprietary software. These specific monitors feature a so-called System On a Chip (SoC) in the screen which leads to significant savings both initially and in operational management, power consumption, and maintenance.
- Within the restaurant, a video wall consisting of five portrait screens is installed, accompanied by an additional separate screen. Through the implementation of Digital Signage software, the digital menu boards have the capability to display various campaigns in an alternating manner. Content creation can be managed either centrally or locally by KFC. Whether it's a new promotion or a special event, the software allows for customized campaigns to be scheduled based on specific times and parts of the day, ensuring that extra attention is given to these important initiatives.
- ZetaDisplays solution enabled KFC to revamp their crew TV channel, which is dedicated to communicating important updates and fostering a positive work environment for employees. With ZetaDisplays technology, KFC can now deliver dynamic and engaging content, such as training videos, recognition messages and performance metrics, directly to their crew members. This resulted in increased employee engagement, better communication and ultimately, improved team morale.



CUSTOMER SUCCESS STORIES

Benefits

ZetaDisplays real-time data analytics capabilities played a crucial role in optimizing KFC's drive-thru operations. By leveraging ZetaDisplays solution, KFC gained valuable insights into drive-thru speed and customer flow. These insights empowered the restaurant managers to make data-driven decisions, adjust staffing levels, and streamline processes to reduce waiting times, resulting in improved customer satisfaction and increased throughput.

The digital screens installed are also equipped with a unique protective coating that effectively prevents the penetration of kitchen-related elements such as grease, moisture, and dust into

the digital menu boards. As a result, the electronics remain undamaged, leading to extended screen longevity.

Furthermore, the integration of the internal operating system webOS eliminates the need for an external media player, reducing energy consumption and lowering costs. Additionally, ZetaDisplays screens facilitate simple software installation and maintenance, providing convenience and efficiency.



Partnering with ZetaDisplay has been instrumental in revolutionizing our operations. Their solution has empowered us to effectively run campaigns, improve internal communication with our staff, seamlessly daypart promotional content, and ultimately elevate the customer experience.

Bart De Kool
Boostr Agency, KFC

With ZetaDisplay, we have seen a significant upgrade in our ability to engage our customers, drive sales, and create a more dynamic and captivating environment within our restaurants. It has truly transformed the way we connect with our audience and deliver a memorable dining experience.

Case Study

Pink Fish



Introduction

Pink Fish identified a gap in the market for a quick service restaurant serving fresh salmon at a reasonable price.

With global expansion in mind, Pink Fish needed an internationally recognizable format. The in-store navigation of the restaurant and its look and feel have the appeal of a familiar setup wherever in the world the customer may be.

Challenges

- The order process needed to be quick and easy, leaving the customer with a happy experience.
- Have clear and visible navigational markers in each zone from entry, through the ordering process and up to the counter for payment. Menu boards need to be accurate and up to date to avoid long waiting times for customers.
- The whole journey has to be seamless for the customer and improve customer satisfaction whilst in-keeping with brand guidelines and key messaging.

The key principle has been to design the stress out of the process by taking away all the friction points in the customer journey. The restaurant is designed with zones that have digital signage to help make the customer journey frictionless.



CUSTOMER SUCCESS STORIES

Solution

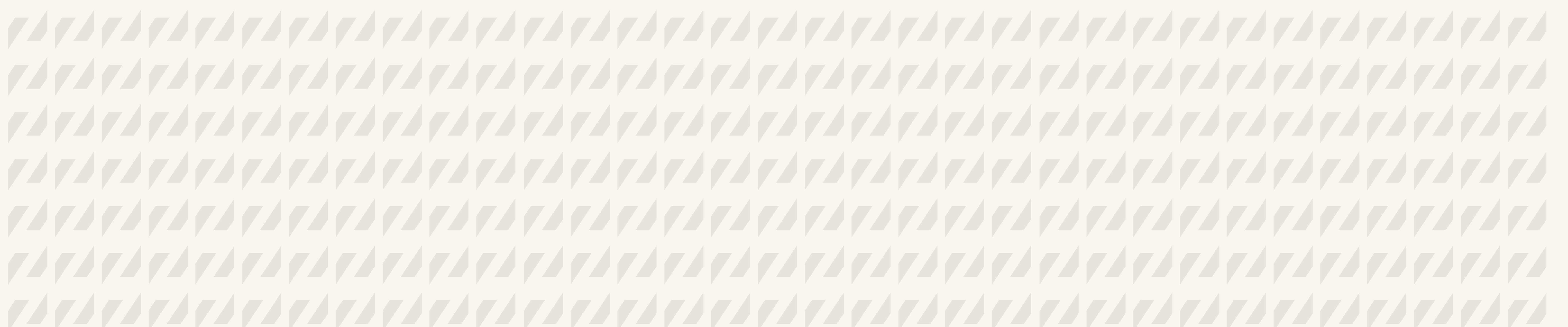
- To make the customer journey seamless, every system is integrated into the Digital Signage. When ordering a meal online, on the app or in store, the customer name will pop up on displays in the restaurant when the meal is ready. The menu boards are integrated into the POS systems, so when changing prices on products in the POS system, the price will automatically be displayed on the menu boards.
- The whole customer journey is mapped. Upon entering the restaurant, the customer is welcomed by storefront displays showing products that are relevant at that time.
- The customer is met by campaign displays helping them make a choice before arriving at the counter.
- The counter has several menu boards that are dayparted including a background of swimming fish which helps to make the menu boards come alive.

Benefits

The turnkey Digital Signage solution ZetaDisplay deployed for Pink Fish has contributed to a large uplift in overall sales, encouraged impulse purchases and created a positive shopping environment for customers.

The integrated omnichannel ordering system handles all incoming orders, updates food offers, promotes new products, displays real-time information and handles customers payments with minimal waiting time as standard. Now, customers have the option to decide when to have the meal ready, and where to eat, and they can see the status of the order on digital displays.

The employees can easily monitor, schedule and amend the digital signage content in the restaurants. When changing an item on one of the displays (campaign or menu board), they are immediately selling more of that product. The employees have also received very positive feedback from customers that like the content on the displays. They also say that the displays make the store modern and nice, in addition to having something nice to “rest” their eye on while eating. Digital Signage ticks all the boxes to make Pink Fish’s presentation be ideal.



Case Study

Hesburger



Introduction

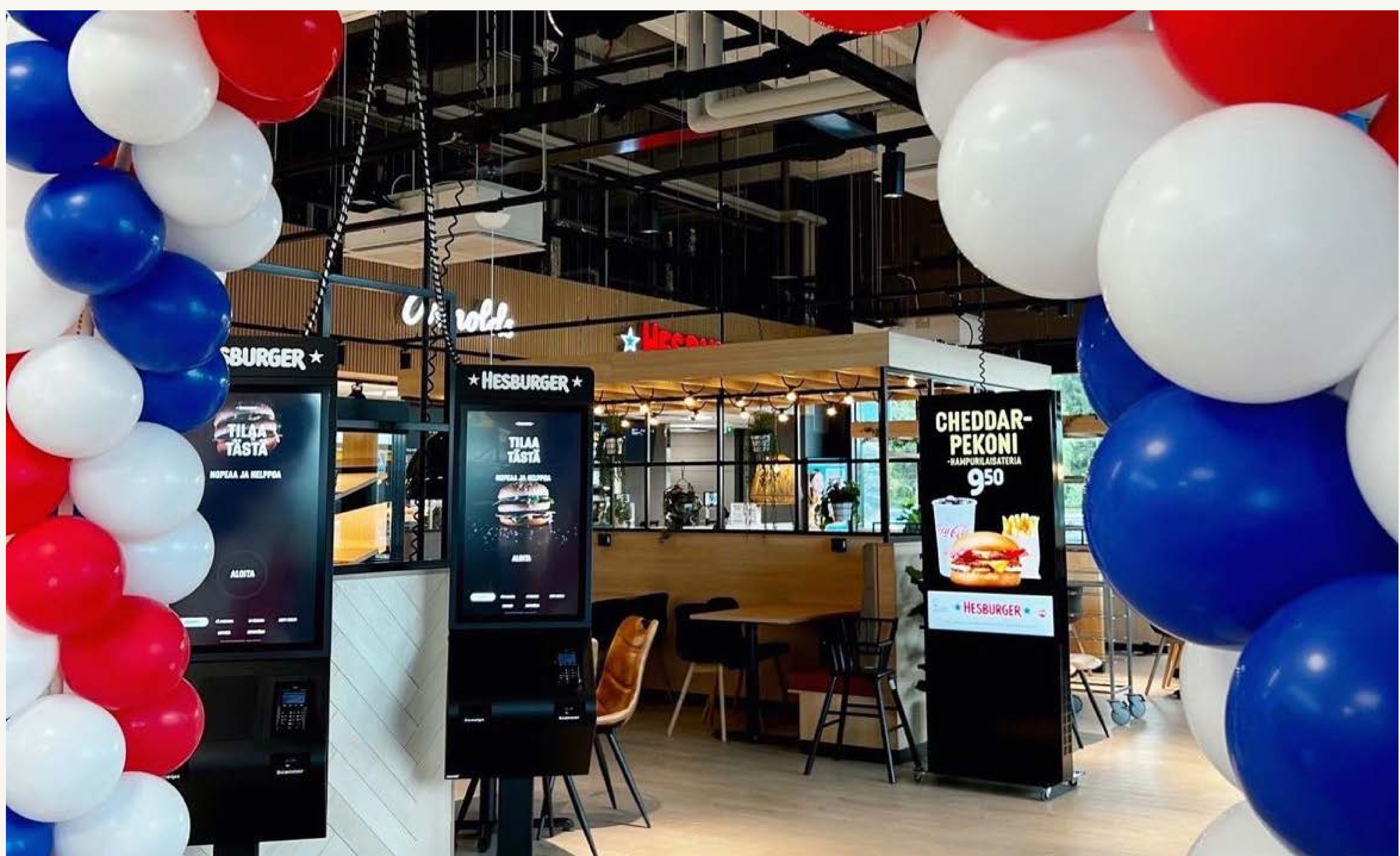
Hesburger, a renowned restaurant chain spanning across Finland, Estonia, Latvia, Lithuania, Bulgaria, Ukraine and Germany, has become synonymous with quality fast food. With a widespread presence and a growing global footprint, Hesburger has consistently delivered on its promise of delectable meals. However, the restaurant

chain faced specific challenges related to customer engagement, sales optimization, and operational efficiency. In response, they embarked on a journey to leverage digital signage technology to overcome these obstacles.

Challenges

Despite their widespread success, Hesburger encountered several challenges that prompted the need for innovative solutions. They aimed to achieve two primary objectives: increase the average sales per customer and improve the conversion rate of targeted

menu proposals. As well as this, the company sought to minimize the lead time between order placement and order delivery. These challenges highlighted the importance of finding a novel approach to enhancing customer experiences and streamlining internal processes.



CUSTOMER SUCCESS STORIES

Solution

To address these challenges, Hesburger partnered with ZetaDisplay. ZetaDisplay's expertise in creating immersive and dynamic in-store environments perfectly aligned with Hesburger's vision for transformation. The solution entailed the installation of strategically positioned digital displays within the restaurants, primarily dedicated to menus and promotional campaigns. ZetaDisplay offered a comprehensive content production strategy and an advanced management system designed to fulfil the majority of Hesburger's in-store communication requirements.



Benefits

The implementation of digital signage yielded substantial benefits for Hesburger. The transition from traditional paper-based menus to dynamic digital displays significantly enhanced the customer experience. One of the standout benefits was the ability to display real-time price information. This transformation empowered Hesburger to tailor enticing offers and ultimately drive higher sales.

The utilization of digital signage facilitated quicker decision-making for customers, leading to improved conversion rates for targeted menu proposals.



Case Study

Burger King



Introduction

Burger King is one of the largest fast-food restaurant chains in the world with over 18,000 locations worldwide. In recent years, the company has been going through a rebranding phase targeting a younger demographic whilst at the same time still wanting to appeal to its legacy customer group. The company was in need of a solution that would help to improve internal operations as well as enhance customer experience.

In 2021, ZetaDisplays audio software Liveqube launched a pilot program in select Burger King restaurants across the Nordics.

The aim was to provide a fresh audio branding approach as the restaurant chain looks to extend its audience, communicate new messaging around its food and create a better atmosphere for diners.

The Liveqube pilot was a successful initiative for Burger King with the results preceding a further roll out of Liveqube across 140 Burger King restaurants within Denmark, Germany and Finland.



Solution

- Liveqube handpicked and curated a bespoke and continually evolving playlist to help Burger King reach its objectives of targeting a younger age demographic. This features royalty free music selected from a plethora of libraries resulting in the best quality content. This is updated monthly to ensure the music is always fresh and in-keeping with the evolving brand image.
- The sound is modern, bold, fresh, and positive to reflect Burger King's new brand values.
- The music is dayparted and segmented into varying intensity levels to encourage trends in customer behaviour at specific times of the day. This includes increasing turnover during busier periods with a faster tempo and encouraging people to stay longer during quieter times



We are thrilled to partner with ZetaDisplay to roll out their audio solutions across our restaurants. The successful pilot project with Liveqube showed us the effectiveness of these digital solutions in improving our customer experience and driving sales, and we are confident that ZetaDisplays expertise and proven track record will help us achieve our goals.

We are looking forward to seeing the positive impact that Liveqube will have on our business and look forward to working closely with ZetaDisplay on this deployment.”

Marcus Voldum

Marketing Coordinator Denmark, Burger King

Resources

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