PYRAMID

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HESBURGER - The new digital ordering process - with Polytouch® kiosks

SUCCESS STORY

POLYTOUCH® PASSPORT DIGITIZES ORDERING PROCESSES IN FINNISH QUICK SERVICE RESTAURANTS

Hesburger, the well-known Finnish fast food chain, is optimizing the ordering process in all its branches with a self-service kiosk solution from Pyramid Computer. The cross-country rollout is starting gradually.

More and more people expect technological solutions to be part of their customer journey - thus digitizing and improving it. Companies need to build on these expectations and start implementing them in order to remain competitive.

solutions. These should not only facilitate and improve business processes in the short term, but also represent a long-term investment that will still pay off years later. Hesburger opted for Pyramid Computer GmbH and its Self-Sevice Polytouch® 32 Passport kiosk.

system thus assembled is delivered ready to use and can be deployed immediately. This meets both operators' requirements for a system that works quickly and reliably even under heavy load, and customers' desire for a digital ordering and payment process that combines state-of-

> ## "Of the three kiosk vendors that made the shortlist, Pyramid Computer ultimately won us over the most."
> **Kari Salmela, Managing Director of Hesburger.**

The digitization of multiple branches often poses a hurdle in this regard, as these are major investments that require long planning and careful consideration.

In addition, those responsible are spoilt for choice among numerous digitization

"Of the three kiosk suppliers that made it to the shortlist, Pyramid Computer ultimately convinced us the most," explains Kari Salmela, Managing Director of Hesburger. Polytouch® systems are ideally suited to QSR requirements, as the modular design of the kiosk allows for extensive customization. The

the-art technology and the best service. There were other critical decision points in the project with Hesburger. One of these was the compatibility of the kiosk with the ordering and payment software of the in-house IT company Wisdomic, which handles area-wide digitization issues at Hesburger.

> *"The communication with the responsible team at Pyramid worked 100% at all times." Requests were handled quickly and everything was done to ensure a smooth process."*
>
> **Kristian Wessberg, Business Manager at Wisdomic.**

OUR APPROACH

Our many years of experience in implementing digitization projects have taught us that clearly defined communication channels and close collaboration are of key importance, especially when several partners are involved. The smooth course of the project, with the goal of quickly installing and commissioning over 700 kiosks, once again confirms our approach.

Many thanks to Hesburger and Wisdomic for the great teamwork. Together, we are looking forward to a successful digital future, and we will also be there to support you in your project!

ABOUT HESBURGER

With around 500 restaurants Hesburger is the most important fast food chain in Finland and the Baltic States. The family-owned company's inspiring success story has focused on reliable customer service, consistency, diligence and entrepreneurship from the very beginning. Both the large menu selection and the famous homemade mayonnaise inspire a steadily growing fan base from Finland - but also from abroad.

ABOUT WISDOMIC

Wisdomic develops intelligent IT services with its 60-person team of professionals and focuses on interpersonal collaboration. The product portfolio includes cyber security, cloud, data center, device and end-user services as well as holistic IT infrastructures. The service concept is reflected in the establishment of long-term customer contacts. Characteristic for Wisdomic is the close cooperation with the goal of highest customer satisfaction.

Order process on the 32" HD display

Furthermore, the self-service kiosks are designed to cope with high workloads. This allows more customers to order simultaneously without queues forming - even during rush hours. In addition, the kiosk display is said to enable cross-selling and upselling as an intuitive interface by increasing the average order value.

Hesburger's bonus system, which consists of a card with a barcode, should also be integrated into the ordering process.

To ensure that the Polytouch® 32 Passport meets all requirements, it was equipped as follows: The in-house AKHET® PC box, together with the built-in Intel® processor, reliably guarantees high performance and supplies power to all peripheral devices-without the need for additional cables.

The payment module ensures smooth transactions and the wide-angle scanner captures barcodes even from oblique angles. The printer outputs invoice receipts and ensures that orders are correctly allocated.

The responsive 32-inch touchscreen displays all menu options in full HD. When orders are not being recorded at the kiosk, the display serves as an advertising tool by playing dynamic content.

The fact that 3 parties were involved in this project meant that close and well-coordinated collaboration was required. Pyramid's concept of providing the customer with a direct contact person proved its worth.

As an experienced industry expert, this person supports the customer in every phase of the project: from the first kick-off to after-sales support - and also remains as a contact person beyond the rollout.

"Communication with the responsible team at Pyramid worked 100% at all times," adds Kristian Wessberg, Business Manager at Wisdomic. "Requests were handled quickly and everything was done to ensure a smooth process." To ensure that all guests have a consistent customer experience, all 501 restaurants will gradually be equipped with kiosks - most of them in Finland, followed by Lithuania and Latvia.

Cross-channel compatibility with smartphone