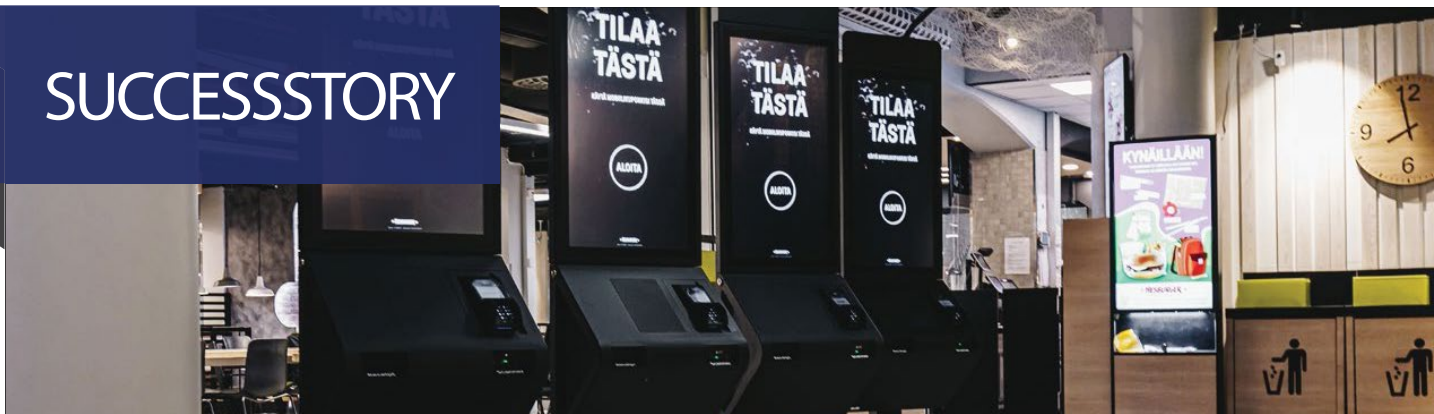


## SUCCESSSTORY



### POLYTOUCH® Digitalizes Finnish Fast Food Chain Hesburger's Self-Service Systems

Hesburger, the leading fast food franchise in Finland and the Baltic States, is modernizing its restaurants with a kiosk solution from Pyramid Computer. The hardware rollout will begin soon!

Surveys among customers in fast food restaurants show that enthusiasm for technology is on the rise, therefore expectations with regard to ordering and payment processes are changing as well: attractive self-service technologies are anticipated as part of the customer journey. In view of this, one of the greatest challenges

Self-service kiosks from the Pyramid brand POLYTOUCH® are long-term assets that stand out thanks to several advantages: They meet both the operators' requirements for a system that works quickly and reliably even in case of high loads, and the customers' desire for a digital ordering and payment process that com-

For Hesburger, these include compatibility with an in-house bonus card system and with ordering and payment software from its IT partner, Wisdomic. Furthermore, the self-service kiosks must be able to operate in high-capacity environments, so that more customers can place orders without waiting

**"Of the three kiosk providers that made it onto the shortlist, Pyramid Computer was ultimately the most convincing."**

**Kari Salmela, Managing Director of Hesburger**

for fast food franchises is the modernization of existing digitalization concepts. When it comes to making an investment decision, managers are spoiled for choice among the numerous self-service kiosk solutions on the market.

biner state-of-the-art technology and excellent service.

Hesburger, the Finnish fast-food giant, opted for the PASSPORT 32, which, like most models in the POLYTOUCH® series, has a modular design and, even in its turn-key version, meets a wide range of requirements.

in lines – even during peak times. In addition, the kiosk display, as an intuitive interface that makes it easy for customers to interact with it, needed to provide options for cross-selling and up-selling, thus expanding individual orders.

*"Communicating with the responsible team at Pyramid worked 100% at all times. Questions were addressed quickly and everything was done to ensure a smooth process."*

**Kristian Wessberg, Business Manager at Wisdomic**

## ABOUT HESBURGER

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With 500 restaurants, Hesburger is the most important fast food chain in Finland and the Baltic States. The inspiring success story of this family business focused on reliable customer service and innovation from the very beginning.

Both a large menu selection and their famous homemade mayonnaise are delighting a steadily growing fan base in Finland and many other countries.

## ABOUT WISDOMIC

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Wisdomic develops intelligent IT services with its team of 60 specialists. The product portfolio includes cyber security, cloud services, data centers, device and end user services, as well as holistic IT infrastructures.

Their commitment to service is reflected in the development of long-term customer relationships. Wisdomic stands out due to close cooperations with the aim of achieving maximum customer satisfaction.



With 501 restaurants, Hesburger is represented in nine countries. As Hesburger's focus is on a high level of customer friendliness, the branches are regularly modernized technically in order to provide customers the best digital self-service experience. To enable as many customers as possible to experience the benefits of innovative digitalization, Hesburger is installing more than 700 POLYTOUCH® kiosks in its restaurants.

During the project, it became clear that its success was largely dependent on close and trusting cooperation between the parties involved. Pyramid's concept of providing their client with a dedicated contact person for each project proved its worth yet again in this instance. The dedicated person is a proven specialist in the client's industry and supports them in every phase of the project: from the initial kick-off to after-sales support following the roll-out. He or she coordinates all of the project participants' concerns as well as the required materials and personnel resources. He or she is available to the client at any time during the busiest times of the project.

The heart of the POLYTOUCH® PASSPORT 32 is an industrial computer box from Pyramid's own AKHET® brand. Equipped with an Intel® processor, the industrial computer

reliably provides high levels of performance to the overall system and also supplies all the peripheral devices with energy, so that no additional power supply is required. The payment module ensures that the payment transactions are easy for customers, and the wide-angle scanner captures barcodes on promotional coupons or bonus cards even from difficult angles or from a quick showing. The 32" touchscreen, which displays Hesburger's extensive menu clearly, also helps to reduce order handling time. When no orders are being taken by the kiosk, the display serves as an advertising tool by displaying dynamic content.

The project with Hesburger and Wisdomic confirmed Pyramid's experience garnered in almost ten years of digitalization of self-service processes and their implementation: clearly defined communication channels and close collaboration coordinated by a central project manager are essential, especially when several partners are involved in a project.

Many thanks to Hesburger and Wisdomic for the great teamwork. Together we can look forward to a successful digital future!

