



## Telaid Supports Iconic Food And Beverage Retailer With Line-busting Solutions For Drive-thru

*One leading quick service restaurant (QSR) was under pressure to provide expedited drive-thru service as demand surged for contactless order retrieval during the pandemic. They turned to trusted partner, Telaid, for a solution to improve efficiency and throughput.*

### THE CHALLENGE

An iconic QSR saw an unprecedented surge in drive-thru traffic during the COVID-19 pandemic. This surge resulted in long queues and congestion that frustrated customers and compromised brand integrity.

Understanding that the demand for drive-thru has likely increased permanently, this QSR decided to invest in technology solutions to improve efficiency and customer service at the drive-thru. They selected long-time technology integrator partner, Telaid, to evaluate and deploy solutions that would achieve their business objectives.

### THE SOLUTION

Telaid began by analyzing the QSR's existing technology and drive-thru process. With the increase in volume and only one service window, customer volume simply outpaced the capabilities of the single employee assigned to handle the queue. While the single window was a static limitation, Telaid reasoned they could increase the efficiency of order taking and payment processing to reduce transaction time at the pick-up window, eliminating the need for the associate inside to handle payments when handing off the order.

Telaid recommended the extension of the wireless network to accommodate employees outdoors with wireless tablets and headsets to take orders directly from customers in the line and communicate with staff indoors. To gain visibility into outdoor operations and provide security for employees, Telaid also recommended installing video cameras.

### THE RESULTS

Positioning themselves for greater efficiency at the drive-thru for the long-haul, the QSR decided to upgrade these systems in thousands of their stores across the United States. Employing their extensive network of in-house and partner technicians nationwide, Telaid was able to complete installations in 1200 stores in 12 months. All deployments take place overnight when stores are closed to minimize disruption to business operations.

The operation has been a tremendous success, with order tablets allowing customers to receive attention as soon as they enter the queue. Order tablets have also increased order accuracy and provide the back-of-the-house with additional time for food and beverage preparation. IP cameras not only offer employees security, but also inform management decisions in real-time when allocating staff based on traffic patterns in the drive-thru.

With great results, another 4,000+ stores are scheduled for deployment over the next six to 12 months. Thanks to this well designed, quickly deployed solution, this QSR now serves as a model for best practices in drive-thru operations. Telaid is proud to have been a part of that.

### ABOUT TELAID

A trusted, full-service technology partner since 1981, Telaid reduces time, task, cost and risk associated with complex deployments and ongoing technology management. Telaid makes IT simple with rapid rollouts, product lifecycle management and managed IT services so you can make the most of your technology assets from deployment through end of usefulness. Telaid deals with all the technologies in your business, from wireless to physical security solutions, infrastructure and cabling to automation, emerging IoT and analytics. Supplement your IT team with an experienced, capable resource that helps you advance your business objectives.

### Telaid knows technology deployments.

Telaid can handle even your most complex multi-site technology deployments. Learn more at:

[www.telaid.com](http://www.telaid.com).

