

# Popeyes Franchise Speeds Service with POSSible POS and Touch Dynamic All-in-One POS Solution

## The Challenge

Popeyes Louisiana Kitchen, one of the world's largest chains of quick service chicken restaurants, offers a unique "New Orleans-style" menu featuring favorites such as spicy chicken, chicken tenders, fried shrimp, jambalaya, and red beans and rice. Popeyes franchisee SF Management based in Buffalo Grove, Illinois, takes pride in offering this distinctive menu as well as its ability to provide quality dining and customer service that keeps customers coming back again and again.

Miles Avner, director of operations for SF Management, comments however that their restaurants were struggling with point of sale (POS) hardware and software that was "severely outdated."

## The Solution

After considering options, SF Management chose the Touch Dynamic Pulse All-in One POS terminal and POSSible POS software. Designed specifically for demanding foodservice and retail environments, the Pulse All-in-One system offers a wealth of features that expedite workflows such as an easy-to-use capacitive touchscreen, a powerful Intel Celeron Quad Core J1900 processor for maximum operating efficiency, and a fanless system for peak performance in harsh conditions typically found in quick service establishments.

SF Management found the Pulse technology to be the ideal candidate to pair with POSSible POS software based on its small footprint, all-in-one design, robust construction, ease of setup and installation, and compatibility with peripherals such as the Epson TM-T70II printer and Logic Control kitchen display solution.

POSSible features a modern user interface, the ability to easily change menus, and a range of modules that help manage back office functions such as inventory/food cost management, vendor management, and flexible couponing.

The install in each of SF Management's 13 restaurants in Chicago and surrounding areas took only one evening each. Most installs involved four Pulse terminals and POSSible POS licenses, six receipt printers and two kitchen display solutions. Training on the intuitive system took only about two hours.

"We were able to go live in one day," Avner said.



### Customer

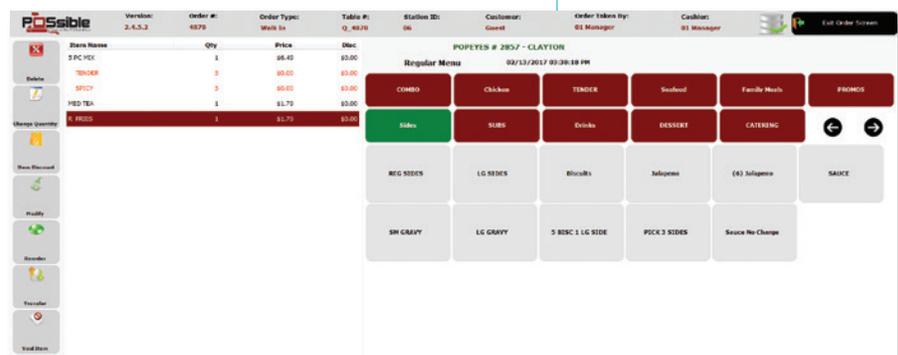
SF Management  
Location: Buffalo Grove, Illinois

### Objective

Replace antiquated POS hardware and software with a solution that would support customer service efficiencies, enhance customer satisfaction, and facilitate purchasing, inventory management, and labor management efficiencies.

### Installation

- Touch Dynamic Pulse All-in-One POS System
- POSSible POS software with Enterprise Back Office module
- Logic Control kitchen display system
- Epson TM-T70II printer



## The Result

With the new solution in place, the Popeyes franchises can increase customer satisfaction and exceed their expectations with more accurate orders in less time. The all-in-one design of the Touch Dynamic Pulse and the graphical user interface of POSSible POS software make order input, payment processing, and receipt generation fast and easy.

Additionally, integration with the kitchen display system, allows orders to flow quickly and seamlessly from the POS to the food preparation area, decreasing the time each customer waits for an order. It also eliminates reliance on paper order tickets, minimizing the potential for errors.

*“The lunch rush at Popeyes produces high volumes of transactions,” Avner said. “We are able to serve larger crowds faster and more efficiently with the new platform.”*

SF management also leverages the system to generate coupons that can be customized to help it attain specific marketing and other business objectives while simultaneously enhancing customer satisfaction, Avner added.

SF Management is also benefitting from integration with the back office. Prior to installing the solution, it had no enterprise reporting system to track food costs, inventory counts, purchasing, and labor reporting. Store managers spent countless hours each week conveying these statistics to the Popeyes corporate office using Microsoft Excel spreadsheets. However, a switch from manual methods to POSSible’s Enterprise Back Office module allows the system to integrate directly with ingredient vendors’ systems for direct ordering. This translates to a saving of 20 to 25 man hours per week, for each location as well as 10 to 15 man hours per week in the corporate office. This, according to Avner, will yield a complete ROI in the technology in less than six months.

*“Our old system lacked the high-tech functionality the new solution provides,” he concluded. “It brought our technology into the 21st century.”*



*Pulse All-in-One featuring POSSible POS Software*



*Epson TM-T70II Printer*



### About POSSible POS

Founded in 2012, POSSible POS is a provider of innovative technology to the hospitality and retail industries. We specialize in complete POS systems and POS software to meet the needs of almost any business environment, including fine dining restaurants, quick services restaurants, pizza shops, frozen yogurt shops, convenience stores, and liquor stores, to name a few. We make it POSSible for you to perform tons of business-enhancing functions that offer efficiency, added customer-service and user-friendly operations, allowing your business to run more effectively. From taking orders to tracking inventory, POSSible's POS systems provide a comprehensive solution for almost any business environment. For more information, please visit [www.possiblepos.com](http://www.possiblepos.com).

### About Touch Dynamic

Founded in August of 2001, Touch Dynamic is an ISO 9001:2008 certified, RSPA award-winning manufacturer of all-in-one touch terminals, small form factor PCs, touch screen monitors and mobile POS devices for a variety of industries. Touch Dynamic has leveraged its employees' extensive experience in these markets to develop a focused product line of unmatched quality and features. For more information, please visit [www.touchdynamic.com](http://www.touchdynamic.com).

