

“Darden takes great pride in successfully leveraging innovative technologies to allow our restaurant teams to focus on delivering an exceptional experience for every guest. The **ConnectSmart Hostess solution** from QSR Automations enables us to **grow guest confidence in wait times** and seating efficiency, which enables us to **enhance the overall guest experience in our restaurants.**”

Senior Vice President and CIO,  
Darden Restaurants

“Darden is a company that believes in leveraging technology as a strategic point of difference. We are constantly looking for ways to automate processes in our restaurants that **lead to better dining experiences for our guests.**”

Senior Vice President and CIO,  
Darden Restaurants

“We really believe in this product (**ConnectSmart Kitchen**), as it has helped us **streamline** our kitchen operations.”

“Then you have to consider the full time person with experience directing all of this chaos behind the lines to make sure that the food comes out in a timely fashion, and all together for each ticket. It is unlikely that a person can maintain this sort of pace for three to four hours at a time and **maintain the quality** that BJ’s provides. Even more challenging is finding this key person in all of the new markets we’re entering.”

Vice President of Information Systems,  
BJ’s Restaurants, Inc.

“**QSR’s ConnectSmart solution** has allowed our head chefs to become the conductor of a well-tuned orchestra, rather than a highly paid and struggling tuba player in the center of the band. And when we started relying on ConnectSmart to make our **kitchens more peaceful – we also grew our food quality, table turns, and guest satisfaction.** Our next step was to **connect our kitchen to our hostess** stand to ensure accurate wait times and table status updates along with efficient seating. And now we are also adding **online and mobile call aheads and reservations** capabilities in a way that helps us reinforce our own carefully crafted branding.

Ultimately, **ConnectSmart** is giving us even greater ability to enhance service because our team members in the restaurant are informed about guests while also keeping guests informed, we can reduce guest frustration during peak periods, and we can cater to guest convenience. **With the comprehensive ConnectSmart solutions, we gain touch points to reach and care for our guests throughout their entire guest experience.**”

Director of Information Technology,  
JOEY Restaurant Group

“As a company that leverages various technologies to fulfill our commitment to **quality, value, and complete guest satisfaction**, we are pleased to use the **ConnectSmart Kitchen** to more effectively and efficiently synchronize our kitchen operations.”

Chief Information Officer,  
The Cheesecake Factory

“The Cheesecake Factory completed the national implementation of a new **kitchen management system** that automates the cook line process. The tactic will result in annualized **savings of \$5 million from a reduction in labor costs...**”

Vice President of Strategic Planning,  
The Cheesecake Factory

“QSR is also helping us organize another very challenging area — the host stand. Recent public numbers have indicated that we retain the number two position in guest traffic in the industry. The **kitchen and the host stand** are two of the most complex areas of the business, and we are obviously going to leverage the best technology we can find in these areas to help us continue our **path of sustainable growth.**”

“**QSR’s ConnectSmart** solutions tie together critical processes in the restaurant, enabling us to effectively manage the guest experience and enhance operations — all the while giving us a much **greater ability to gather key guest and operational data that we can use to make informed business decisions.**”

Vice President of Information Systems,  
BJ’s Restaurants, Inc.

“**QSR’s kitchen display system** has definitely brought calm to our busy kitchens. The solution is reliable, powerful and easy for our team members to use. Now we can produce food in high volumes with less stress. Many of Copper Cellar’s restaurants have seen a reduction in ticket times from 25 to 12 minutes. **Thanks to QSR, we are taking more money to the bank at the end of the day.**”

“**QSR’s ConnectSmart Hostess** gives the host stand a sense of urgency similar to a kitchen expeditor. With QSR’s table management system, our hosts are always in planning mode – they focus on the table statuses and **attack the wait list.**”

Vice President of Information Services  
Copper Cellar

“By combining **CSK** and **Hostess**, the JOEY team is more efficient and has the information needed to personalize the guest service. [JOEY is also] leveraging QSR’s **ConnectSmart** capabilities for online and mobile call aheads and reservations to put the JOEY brand front-of-mind with guests no matter how or when the guest would like to enter the wait list or make a reservation. **With QSR’s ConnectSmart, JOEY has gained touch points to reach and care for guests throughout the entire dining experience.**”

Director of Information Technology,  
JOEY Restaurant Group

“QSR’s ConnectSmart solution is more than an electronic wait list or reservations book – it is a true table management and guest management system.

We are seeing so many benefits from using QSR’s ConnectSmart solution to help us care for all of our guests – whether the guest walks in to the restaurant, calls ahead for that night or a future date, or even automatically puts themselves on the wait list or in our reservations book via the internet. For starters, we are providing much more accurate wait times – and the system does all of the work, so we can count on even entry level team members at the hostess stand, which is crucial as we grow. Also, we use a highly intuitive graphical display of the entire dining room that shows us the status of each table, with timers, as well as statuses for our guests that are waiting to be seated.”

Vice President of Technology,  
Claim Jumper Restaurants

“We are seeing higher guest satisfaction from more accurate wait times – and less guests walking away because we aren’t quoting excessive wait times. And all of the added efficiencies have really improved our table turns.”

“The system provides prompts for our team members during every critical activity, like suggesting tables based on guest preferences and server rotation as soon as the table becomes available, and then automatically paging our guest. User acceptance has been phenomenal, because the system relieves stress for our team members while greatly enhancing service.”

“So now we have these wonderful tools from QSR to improve our business processes and expand the services we can offer. Plus, the information we can collect on our guests and our operations is really exciting.”

Vice President of Technology,  
Claim Jumper Restaurants

- Ticket times were running about 16 minutes, stressing the kitchen, servers, and guests. Ticket times have been reduced to 9 minutes. Because tables turn faster Friday’s restaurants are able to serve 10 percent more guests during peak periods.
- We have seen nice guest-count gains over the last couple of years.
- More efficient staffing and less waste have boosted profitability by 3 points and cut waste by 1 percent.
- Food would die in the window. The new system knows cooking times for all menu items and paces the order accordingly.
- We can see ticket times for every restaurant, every day, every hour, and by shifts. If anyone starts to backslide, we can work on it.

VP Strategic Operations, T.G.I. Friday’s U.S.A.  
(from Chain Leader, January 2008)

“QSR’s kitchen solution fits perfectly into our ‘culture of hospitality’ – an initiative dedicated to enhancing our restaurants within the spirit of our heritage of high energy service and enjoyable food. As we continue to evolve with our guests, we are thrilled to add innovative kitchen technology to help us transform our operations – today and tomorrow. We are even more excited about the speed of service improvements we have already seen.”

Executive VP & Chief Operating Officer,  
T.G.I. Friday’s U.S.A.

“After our experiences using QSR’s kitchen automation solution for the past two years, which has dramatically helped our operations, we are thrilled at gaining the same flexibility and benefits from QSR’s table management solutions. To keep our guests delighted, we knew we needed to gain better control at the front-of-house like we have within our kitchens.”

“With QSR’s pricing model, we can make use of online reservations at a cost-effective, fixed subscription fee – making the value large without a bill that grows along with our increasing guest counts.”

“With QSR’s comprehensive in-store and online table management solutions, we have even more touch points to reach and care for our guests. And combined with our kitchen automation solution, we have the critical capability to capture, track, and manage the entire guest experience.”

Vice President of Operations,  
Lucille’s Smokehouse Bar-B-Que

“{Using ConnectSmart Hostess and ConnectSmart Reservations} Lucille’s is now able to capture, view, and search guest information from a central guest database across the seating, wait list, and reservations functions, thus adding speed and giving the entire restaurant team access to the information needed to provide the most personalized guest service.”

Vice President of Operations,  
Lucille’s Smokehouse Bar-B-Que

“While the effect of QSR’s kitchen automation and table management solutions on guest loyalty may be hard to fully quantify, the Lucille’s restaurants are seeing an improvement of approximately four to five minutes per check.”

Vice President of Operations,  
Lucille’s Smokehouse Bar-B-Que

“Running QSR’s CSK with QSR’s kitchen controllers and keypads, Lucille’s is able to balance the lines in the kitchen, ensure that all of the menu items for an order are completed at the same time, and streamline the ability to clear the window. While guests have noticed the improved food quality, because all hot items are served hot and all cold items are served cold, the team members appreciate the organization that the solution has brought to the entire restaurant.”

Vice President of Operations,  
Lucille’s Smokehouse Bar-B-Que

“Our kitchens must run at optimal performance at all times to ensure food quality, customer satisfaction and profitability.

QSR’s CSK is extremely customizable and flexible. The timing and tracking has streamlined the processes in our busy kitchens, and has helped us incredibly to drive quality.

Additionally, food comps have dropped significantly from the quality and accuracy gains. And our kitchens are far less stressful, allowing even more time to focus on quality.”

IT Director,  
Miller’s Ale House

“Our guests have commented on how much quieter our open kitchens operate, and our team members who do not already have **QSR’s ConnectSmart kitchen solution** are anxiously awaiting their implementation. The solution has definitely done what technology is meant to do – **made a tremendous impact** on our **O’Charley’s** and **Ninety Nine** restaurants with regard to quality, timeliness, and overall execution – and most importantly, to greater guest satisfaction.”

Chief Information Officer,  
O’Charley’s, Inc.

“Before QSR, it took a highly aggressive, exceptionally organized ‘Type A’ personality to expedite food through our extremely busy kitchens, which meant we basically had single use restaurant managers who were spending all of their time in the kitchen. Historically, it took ten months to train a manager to run a Five-Four kitchen on a Friday night. After implementing **QSR’s ConnectSmart solution in our second highest volume location, we were able to successfully run our kitchen with zero problems** – under the supervision of a new team member who had been with us only six weeks.”

President and Chief Operating Officer,  
KRM Restaurant Group

“We made an extensive comparison to the proprietary kitchen system available from our point-of-sale provider, and it was a clear choice to implement **QSR’s ConnectSmart kitchen solution**. The **seamless interface** between QSR’s kitchen solution and our point-of-sale software coupled with **QSR’s responsive service** means we do not lose anything by selecting a **best-of-breed solution**. And we absolutely gain the advanced **features, functionality, configurability, and reliability** we need in our complex, high volume kitchens.”

Director of Information Services,  
KRM Restaurant Group

...said the QSR system brings very clear advantages to Jamie’s Italian – it’s used in 25 of the chain’s sites – and that he was delighted that the new venture would be able to enjoy the same benefits.

“The Jamie’s Italian experience has been that **QSR’s ConnectSmart kitchen automation speeds up service, improves food quality and delivers significant cost savings**.

QSR has led the way in developing the technology and provides a complete package that delivers a significant ROI.”

Managing Director,  
Union Jacks (owned by Jamie Oliver)

“It [CSK] makes us better.”

“**CSK** has totally **simplified our kitchen workflow**. It coordinates everything, organising every kitchen shift much more productively. It also **saves time** and allows us to **produce food more quickly** and, in our situation, that’s vital.

CSK gives us much better control of the food that goes to the table.”

Managing Director,  
Wahaca

“We made the decision to invest in our **QSR kitchen video solution** because **we realized the system would pay for itself**. We had a home run immediately after implementing QSR’s kitchen video technology, with an **increase in food quality and a decrease in ticket times**. And we have now put in **recipe vision**, so our team members see recipes and food placement, which invokes immediate confidence in what they are doing.”

Senior Vice President of Growth and Technology  
Ignite Restaurant Group

“With the help of **CSK**, our guests get their food together and at the right time on a more consistent basis. In a busy kitchen, it’s difficult to time everything precisely — if you let the system do it for you, you can see a significant reduction in slow-food comps and discard less food that wilted in the window. And by **executing good food faster, you shorten table times, for another improvement to the bottom line**.”

Director of Information Technology,  
SIR Corp.

“**CSK shortened our table turns** two to four minutes, **greatly improved food quality**, and **made our restaurant less stressful** to work in — all of which translates to **higher guest delight**.”

“The **visibility** is one of the main things I like about the solution. **The manager can gauge the health of the kitchen at any time with a simple glance** — keeping him on the floor with employees and guests.”

Director of Information Technology,  
SIR Corp.

“Since implementing the **QSR kitchen solution**, we have reduced confusion in our kitchens and seen a **noticeable improvement in our ticket times**.”

Senior Vice President,  
Buffalo Wild Wings Grill & Bar

“It can be very stressful, shuffling hundreds of paper orders. They all start to become a blur. The QSR system **removed a lot of the panic**.”

The aim at Drake & Morgan’s restaurants is for orders to arrive in less than 10 minutes, and ideally seven. The result **{from using ConnectSmart Kitchen}** is that the average service time for a table among the company’s restaurants is now between seven and 10 minutes, **five minutes quicker** than before the QSR systems were installed.

“It’s foolproof and versatile.”

Executive Chef,  
Drake & Morgan

“Over the years, **QSR and their kitchen technology** have enabled us to **develop and hone our operations within our Chili’s stores**. We are extremely excited to continue growing our partnership with QSR as we add QSR’s complete kitchen management solutions within our On the Border restaurants.”

Vice President Business Development,  
Brinker International

(winner of FS/TEC 2004 Foodservice Technology Team Excellence Award for implementation of QSR’s kitchen management solution)

- Printers demand the highest repair costs in the store, which alone provides a five-year ROI from the kitchen system
- Our kitchen system implementation is a “huge win”
- **QSR’s kitchen solution is the “biggest technology advancement since I started in the restaurant business years ago.”**

Vice President New Market Development,  
Brinker International  
(at NRA 2004)

“QSR’s solution has simplified operations, reduced the noise level, improved communication, improved food quality (synchronized cooking), improved speed of service by creating a sense of urgency, and helped reduce the number of cook errors, thereby reducing food cost and making it easier to train cooks. **We were expecting ROI, and it took less than a year to achieve it.**”

Executive Director Operations Development,  
Applebee’s International  
(from Hospitality Technology, October 2004)

“We have **reduced ticket times** while **increasing quality and guest satisfaction** – and all of this equates to an excellent return on investment. QSR is helping us fulfill our system-wide strategy of ‘wowing’ guests with our great service.”

Senior VP & Chief Information Officer,  
Applebee’s International

“**We believe the system will pay for itself within a year** – which doesn’t even include the greatest benefits, the intangibles. We look at a number of metrics including ticket times, guest satisfaction, and employee satisfaction, and we are seeing encouraging improvement in each category.”

“Because the **CSK gives us more visibility into our operations**, we identified some inconsistencies we were able to solve with training. To top that off, we have seen a **reduction in our ticket times and our problem pays to the tune of about fifteen percent each**, which are dollars added right to our bottom line.”

Vice President of Corporate Services,  
Islands Restaurants

“Just as important as the reduction in mistakes for our guest satisfaction has been the improvements to our food quality we have gained from using the CSK.”

The **CSK** has truly **improved the working relationships between our cooks and servers**. With the CSK, our cooks are happier because our kitchens are much quieter and more organized, and our servers are thrilled at the food coming out together. Plus, our managers appreciate the **real-time speed of service information** displayed at the top of the kitchen screens, as well as the access to **historical production data** we now have.”

Chief Operating Officer,  
Romulus Restaurants (multi-site operator of IHOP restaurants)

“Over the last five years we have transformed the role of information technology into a strategic planning center and a competitive advantage for RTI, with a focus on what technology can do to bring more dollars in the door – and this is where the QSR Automations project comes in. We selected QSR as our partner because we want to work with the **industry leader** and we want to use the **most cutting edge, robust kitchen solution** with feature sets designed specifically for table service restaurants.”

Senior VP & Chief Technical Officer,  
Ruby Tuesday, Inc.

“**The savings we experienced** with QSR’s kitchen management solution **were so impressive**, we wanted to see what else we could do to leverage the system – and we could see there was an immediate savings within our reach with both the **menu cards and the bar station.**”

“Overall, there has been nothing but positive input from the field – the culinary and operations teams love it.”

Director of Information Technology,  
Ruby Tuesday, Inc.

- **Reduced Table Turns:**  
4 minutes on average, 12 at worst performing units
- Management Payroll Reduction
- Employee Turnover at All Time Low
- **Recipe Cards Save \$500K Annually** (4 Updates)
- **Same Store Sales From -4% to +4%**
- Less Stress and Confusion, Virtually Silent Kitchens,
- Simplified Training and More Consistent Results

Director of Information Technology,  
Ruby Tuesday, Inc.  
(from presentation at MURTC 2006)

“Our kitchens are much quieter and run much more efficiently, which is giving us **improved table turns** – we moved our managers out of the quarterback role at the expeditor and put them back in front of guests, which also provides **significant savings on labor** – and our **guests are getting their meals fresher and faster**. QSR truly introduced a **radical shift in managing the kitchen** with the timing of individual menu items within orders and the ability to access key production data, and we recognized the amazing return we could achieve. The numbers are proving we were overly conservative in the savings and benefits we would receive from the system.”

Senior VP & Chief Technical Officer,  
Ruby Tuesday, Inc.