



Popular Italian Chain HG Coal Fired Pizza Serves Up Better Experiences with Self-Serve Kiosks from Touch Dynamic

Hector Guerra, the owner and namesake of popular Italian and pizza place HG Coal Fired Pizza, has poured his heart and soul into his work. With ten locations and counting, it's evident that the business prides itself on its top-notch work ethic and customer-oriented mindset. With added popularity comes added obstacles, so HG Coal Fired Pizza was searching for ways to address these challenges head-on without sacrificing customer experience.

The Challenge

HG Coal Fired Pizza had a familiar goal: sell more food to more people. However, the chain had to tackle the spiraling cost of labor, which could eat up any potential revenue from growth, and with an unpredictable labor market, could end up costing the restaurant more than it helped. The pizza place also had concerns about whether a solution could be found that would improve speed and efficiency. Always keeping customers top-of-mind, any solution the restaurant utilized needed to create better experiences for customers.



**COAL FIRED
PIZZA**

Customer

HG Coal Fired Pizza

Objective

Sell more food to more people, more quickly and more efficiently, while controlling the increased labor cost.

Installation

- Breeze 185 All-in-One
- Universal Printer Base



The Solution

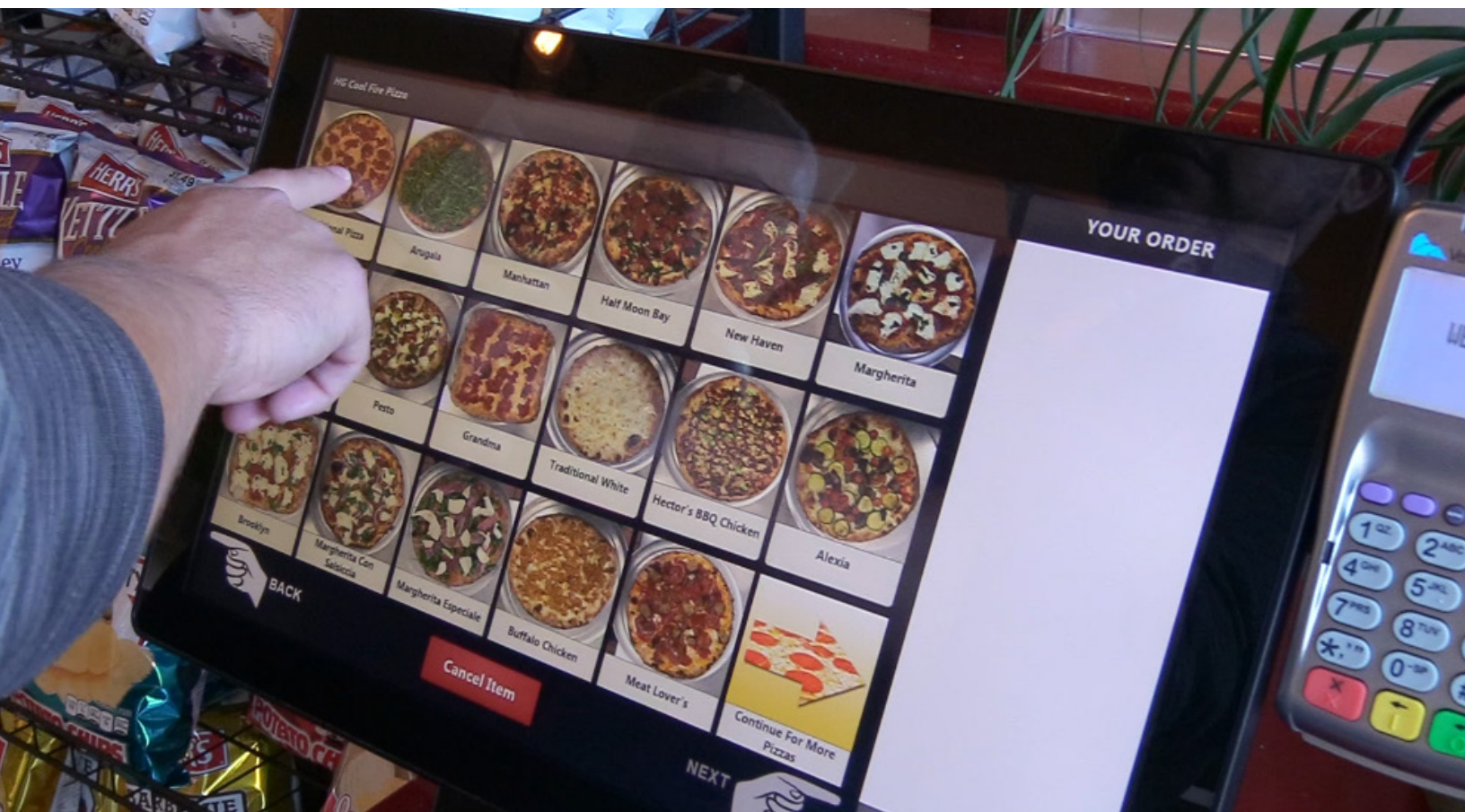
HG Coal Fired Pizza consulted their point of sale (POS) software provider PDQ Signature Systems, who recommended that the restaurant utilize self-service kiosks to address their needs. The beloved pizza chain chose to install two Touch Dynamic Breeze 185 All-in-Ones mounted on the Universal Printer Base, utilizing software from PDQ Signature Systems.

The Breeze 185 Touchscreen POS is equipped to handle high volume, heavy use, and applications that require significant power to run. The 16 GB of RAM enables data to be transferred at twice the speed of most POS systems, improving transaction times and delivering better customer experiences.

When the Breeze 185 is combined with the Universal Printer Base, it provides a low-cost, highly-efficient solution to many restaurant needs, and empower them to increase revenue while saving on labor costs.

Capable of fully integrating with PDQ's POS system, the self-service kiosks give customers more control over the ordering process. Customers can order the same mouth-watering dishes that they would receive when placing an order with a staff member at the counter, with the added convenience of speed.

The hardware installation took less than two hours to complete, and once PDQ created the menu and imported food images, the technology was up and running without significant time or effort on the restaurant's part. Training staff on the new systems went remarkably smoothly and they were able to take the technology live the same day it was installed.



The Result

HG Coal Fired Pizza has observed ticket amounts from kiosks increase by 30% when compared to orders placed over the phone or at the counter, thanks in part to the added ability to visually up-sell and promote specials. The chain was not only able to reduce labor costs, but enhance its resource allocation. The self-serve kiosks free up employees' hands to help with food prep, as well as perform many other important tasks that often get overlooked, such as cleaning and wiping down high-traffic areas.

In addition to labor cost savings, HG Coal Fired Pizza has been able to save in a number of different areas. Food waste was reduced by virtually eliminating order entry errors and order time was sped up by enabling multiple orders to be placed at one time using the two kiosks. The ease of use, custom branding, and ability to generate detailed sales reports have also contributed to a hefty return on investment.

An added benefit HG Coal Fired Pizza has noticed is the increase in popularity both in-store and on popular social media channels. Many guests have noted that the convenience of self-service kiosks has enhanced their overall experience, even taking to social media to rave about the restaurant.

The pizza chain had the original goal of selling more food without increasing the cost of labor. Implementing self-service kiosks from Touch Dynamic, and utilizing PDQ Signature System's POS software has equipped the business to meet its original goals, while surpassing expectations to provide a comprehensive solution that increases revenue and streamlines operations.

"The self-serve kiosk is my 'employee of the month' every month...and it never needs time off!" said Hector Guerra, owner of HG Coal Fired Pizza, adding, "I'm planning to put them in all of my locations. Why wouldn't I?"



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.

