

Creating Innovation through Self-Serve Kiosk Partnership

QuickChek partnered with Xpedient to provide self-serve kiosk software to their entire convenience store foodservice operation



QuickChek Store - South Bound Brook, NJ

Company Overview

In the late 1800's, the Durling family operated a dairy farm, delivering milk door-to-door to the local neighborhood. In 1967, the family decided to change its business model and opened their first QuickChek convenience store in Dunellen, New Jersey. The company still operates today, as it did originally, with customer satisfaction at the core of the operation. QuickChek is always committed to delivering what the customer wants, continuing what the company calls "fresh convenience." The company thrives on providing a positive experience and fun environment for its customers, from over 3,500 employees in more than 140 stores. Jennifer Vespole, QuickChek Director of Food Service, knows this mission is clear, stating, "Really, what we did back then is what we do today, and that is, satisfy our customers' needs."

Business Problem/Compelling Events

With over 600 touch screen kiosks, QuickChek was looking for a tool to deliver a higher level of customer service, while providing a universal, customizable, and user-friendly food service ordering experience to each store.

Maria Fidelibus, QuickChek Vice President of Information Technology shared, "We needed a process that was simple and easy to execute, to deploy the content to over 600 kiosks in our stores." The traditional method of distributing a series of programmed files, to be individually uploaded at the store level, was no longer sustainable. QuickChek was also intent on incorporating an improved kitchen ordering system for off peak hours, a way to calculate the most active "entry point"

customers use on the order kiosk, major menu content uploads twice a year, and increasing production by balancing the order and food prep process.

The Solution

The partnership with Xpedient began after a thorough analysis of the QuickChek c-store business model. The Xpedient team met each QuickChek challenge by designing a comprehensive kiosk ordering system with highly customizable deliverables. According to Maria, "They (Xpedient) came up with a creative, solution-oriented, process that allows us to do that (deploy content) and not impact our customer service."

Xpedient met the changing content and



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Customer Success Story

Self-Serve Kiosk Partnership

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-Maria Fidelibus,
Vice President of
Information Technology

distribution challenge, by customizing the system with the ability to make these changes based on in-store usage and time of day. QuickChek continually adjusts live content sets, as well as making major menu changes at least twice a year. Xpedient was able to build in the ability, within the Xpedient Architect, to make changes to the platform building process without being live. In the Xpedient Architect, QuickChek performs updates to the systems for software changes and content changes, overnight via the scheduling tool.

Bruce Stevenson, QuickChek Manager of Retail Systems, expressed, "Deploying changes to our network is easy with the (Xpedient) system." He was excited to say, "It's relatively simple and it works." With QuickChek managing between 3 and 5 different content sets all varying by store, the Xpedient system makes it easy to manage and understand how the flow of information will work for each customer in each store type. The Xpedient Architect has made it easy to understand the rules and relationships of items to graphics and content sets.

Additionally, the system was equipped with the ability to track analytics based on frequently used "touch points" on each kiosk, enabling QuickChek to see key entry points used by customers when ordering. Along with the standard product buttons, some of the products were also listed in "Most Popular" or "5 Featured Items" sections, which create multiple touch points for a single item. QuickChek needed the ability to track the specific location of buttons prompting the most purchases of a particular item. The origination button tracking feature gives them the ability to study the utilization patterns of their customers.

The Xpedient software also allowed QuickChek customers to have a seamless process for ordering their desired meals, while supplying the c-store employee with a definitive guide to food preparation. Portion control was an additional feature customized

	6 inch	12 inch		6 inch	12 inch	
Breakfast Club Subs w/ Ham, Bacon	\$4.29 488 cal.	\$7.29 1017 cal.		Chorizo Sausage and Scrambled Eggs	\$3.39 466 cal.	\$5.39 655 cal.
Bacon and Scrambled Eggs	\$3.29 354 cal.	\$5.19 789 cal.		Bacon and Scrambled Eggs Sub	\$3.29 459 cal.	\$5.19 888 cal.
Ham and Scrambled Eggs Sub	\$3.29 362 cal.	\$5.19 804 cal.		Pork Roll and Scrambled Eggs Sub	\$3.29 398 cal.	\$5.19 877 cal.
Cheese Steak and Egg Sub	\$5.39 694 cal.	\$7.59 1047 cal.		Turkey Sausage and Egg Sub	\$3.39 399 cal.	\$5.39 859 cal.
Scrambled Eggs Sub	\$3.29 389 cal.	\$5.19 699 cal.				

QuickChek Kiosk - sample screen shots

within the tool, allowing QuickChek to monitor, guide and communicate recipes for ease in food production, inventory control and cost savings. A new bump bar feature was added within the tool to manage the filtering of items on the screen and in setting up the order balancing process.

Lastly, one of the best features customized in the tool was the ability to guide portion control, giving cost savings to the stores with less waste. Jennifer Vespole shared, "...We are able to now really understand and communicate with our employees that a particular recipe gets the proper amount of cheese and toppings, based on what is being built." She further stated, "Really, we're able to control all of the ingredients that go on that sandwich and understand what our base cost is for every product." In addition, the origination button tracking feature has allowed for the analysis of product placement within the kiosk system, allowing a better understanding of customer preference and utilization.

Final Thoughts

The relationship between QuickChek and the Xpedient team has been valuable for both companies. The companies were able to completely collaborate and benefit from the experience. The intense customization required honest feedback and understanding of, not only the process, but the end result. The sheer talent of the Xpedient team, their professionalism, and willingness to share ideas and information throughout the

process, solidified the partnership with QuickChek.

Maria stated, "If you're looking to develop your foodservice offer and be able to have a very customer friendly experience, highly customizable offer, as well as a great experience for the team members in the stores to execute a foodservice offer, you wouldn't find a better organization to partner with."

QuickChek has been able to grow their foodservice business exponentially over the years, since partnering with Xpedient. This partnership continues to aid with changes in menu offerings and new growth opportunities for QuickChek, due to the management systems within the Xpedient software.



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