

Case Study

RSS and QSR Automations

A Mutually Beneficial Relationship
for Over a Decade





RESELLER PROFILE

Year Established
2003

Location
Louisville, KY

Start of Partnership:
2007

Restaurant Service Solutions in Louisville, KY, has been focusing on providing technology for quick service restaurants since its founding in 2003. "It's a niche market with technical challenges," says the President and CEO of RSS, Mark Love, "but their goal is clear: to provide restaurants with the technology they need, and to provide diners the best possible experience using that technology."

THE CHALLENGE

To find a vendor partner who could help provide restaurants the technology, to give diners the best possible

FINDING PRODUCTS FOR A NICHE MARKET

Why RSS Chose a QSR Automations Partnership

"Our goal is always to provide our customer's customer with the best possible experience using technology," said Mark Love, President & CEO of RSS.

With that goal in mind, the transition that RSS has taken in the past decade has been based on offering the technology available. When Love joined the company in 2006, RSS was a service-only organization that was searching for products to add to its solutions. They initially went with Xpient and LogicControl, but within a year made the switch to QSR Automations and its kitchen automation solution, ConnectSmart Kitchen. That decision was based on the company's use of kitchen display systems, the integration options they needed, and the current franchisee relationships – but it also provided a better vendor-reseller relationship. "I made the switch to QSR because I saw it as a better relationship with a vendor partner, as well as how we aligned with corporate chains," said Love. "RSS is a very broad company in the technology scope, where most are very niche and narrow. We try to bring a wide spectrum of products and technology suite in a niche market of quick service." "RSS is a company that believes in leveraging technology to streamline operations and provide greater efficiency within the hospitality industry," said Ty Reed, QSR Channel Manager. "That leads to better dining experiences for the consumer. This makes for a perfect partner relationship between RSS and QSR Automations."

SPEED AND CUSTOMIZATION

How QSR distinguishes RSS from the competition

In the market of quick service restaurants, Love said the main focus is speed. The kitchen must receive information on the fly, and that information must be quickly interpretable and readable. While RSS has a hand in that, it's QSR's software that makes it possible. "Fast food is really all about having the order clearly displayed while the customer is still placing their order. It's critical that what we put on those kitchen displays is clear and intuitive in order to produce the maximum speed possible through the kitchen. We put in a lot of effort to make that happen, but we can only do so much without QSR's abilities. Optimizing the QSR product to deliver the most efficient kitchen and expo system possible in a quick service restaurant is what it's all about." The QSR product has a smorgasbord of features, and while most clients don't need every aspect, it's those particular capabilities that have distinguished RSS from other companies, said Love. "QSR is a product that has served us extremely well because it is not simple – it is rather complex – but it provides the ability to be flexible in a specific custom use for clients. Every now and then you run across someone who needs a function or feature that only comes by virtue of QSR having that broader spectrum of software suite. For example, we had a particular client that wanted to add something to the delivery of every entrée, but not every customer. QSR allowed us to put information on the kitchen display when this item was sold that the POS product couldn't. Not every client needs that, but this particular client did and it made us look very distinguished and capable when others couldn't offer it."

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- Mark Love, President & CEO of RSS.



A LASTING PARTNERSHIP

A mutually beneficial relationship for over a decade

The technology has benefitted RSS, but it's the trust, resourcefulness, and communication between the two companies that has strengthened the relationship over the past decade. "RSS's forward-thinking management style and nationwide reach has assisted QSR in continuing to help deliver flexible, robust and reliable technology solutions designed to help hospitality businesses achieve their goals in all types of restaurants," said Reed. "We look forward to continuing our mutually beneficial partnership with RSS." "Our relationship with QSR Automations has matured over the years and

it's become stronger and stronger," said Love. "We understand people's roles, we understand QSR's limits and where they can help us. That has become clearer as time goes on, but it also goes the other way. I think QSR has found RSS to be trustworthy and resourceful and know when to step in and help versus walk away. We are good at having joint discussions to determine what works for both of our businesses." Those discussions often result in enhancements to the QSR products that create solutions for the challenges that RSS faces with customers.

Want to learn more about QSR Automations' ConnectSmart restaurant solutions? Contact us at 855-980-7328, ext 1 or email us at Sales@QSRAutomations.com.

“ QSR Automations enhances our POS solution and we try to leverage that. It's not just the basics that we deploy – together, our products make a really, really good opportunity for RSS because we know that if our POS solution is deficient, QSR can probably make up for it. The customizable, programmable kitchen video solution that is ConnectSmart Kitchen can compensate for areas where the POS may not provide the flexibility that customers are looking for. **Our partnership with QSR greatly enhances our competitive advantage. //**

- Mark Love, President & CEO of RSS.



ABOUT QSR AUTOMATIONS:

QSR Automations, headquartered in Louisville, KY with offices in the United Kingdom, is a global industry leader in kitchen automation and guest management services. Since 1996, restaurant operators have turned to the brand's signature platform, ConnectSmart, for customized solutions to improve the guest experience and drive operational excellence. Used in 21 of the nation's top 25 casual dining chains, ConnectSmart leverages data to develop customized solutions that create calmer kitchens, simpler workflows and happier guests. We didn't just pioneer restaurant technology, we perfected it.