

Case Study

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# QSR Automations & Curbit

Transforming digital operations  
with real-time kitchen  
intelligence



# Importance of KDS

As a restaurant, your primary objectives are to serve quality food and to create a memorable dining experience for your guests.

QSR Automations pioneered Kitchen Display System (KDS) technology in 1996. Since then, thousands of restaurants have benefited from it. ConnectSmart® Kitchen, powered by QSR Automations, seamlessly adapts to any restaurant environment to craft a smart, connected operation. It simplifies busy workflows with kitchen video, programmable prep times, and real-time data reports.

When guests order, your chefs receive it instantly on a kitchen screen. They can decide where to focus, with the KDS taking into consideration each item's prep time. All items in an order finish at the same time, without any guesswork. Your front-of-house staff sees real-time kitchen production information, keeping them in the loop. Operators can also access real-time reporting on production speed and accuracy to make improvements to their service. With powerful integrations and customizable displays, any operator can increase their efficiency and in turn, their profits.

**That's a smart  
restaurant!**



**10% increase\***  
in kitchen productivity  
per member of staff



**80,000**  
global restaurant  
installs



**70+**  
terminal POS  
integrations



**6 months\***  
return on investment  
after a full rollout



**50% reduction\***  
in ticket times  
per order



**24/7 support**  
that is award winning  
and for all products

\*Results may vary

# ConnectSmart<sup>®</sup> Kitchen's powerful data tools make QSR Automations a worldwide leader in kitchen display systems.

Access integration ability with more than 70 point of sale, delivery and ordering partners, loyalty partners, and CRMs.



ConnectSmart®  
Kitchen

With access to real-time configurable metrics, you can react to workflow problems accordingly. The same data is archived and available in many formats, including the ConnectSmart® Kitchen Portal. This archived data helps you identify trends and bottlenecks, track labor inefficiencies, and reward operators based on kitchen performance.

ConnectSmart® Kitchen collects and stores data locally, as well as in the cloud, so the historical information is available to you. You can use it to elevate your kitchen's efficiency and from anywhere, identifying chokepoints and areas for improvement in the flow.

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"Because ConnectSmart® Kitchen gives us more visibility into our operations, we identified some inconsistencies we were able to solve with training. To top that off, we've seen a reduction in our ticket times."

**- BJ'S RESTAURANTS & BREWHOUSE**

"For us, it's all about metrics - data is very important. With the data we have access to through ConnectSmart® Kitchen, we know we can shape the guest experience. We love the accurate wait times and we realize we can really grow with all of the capabilities."

**- 54TH STREET GRILL & BAR**

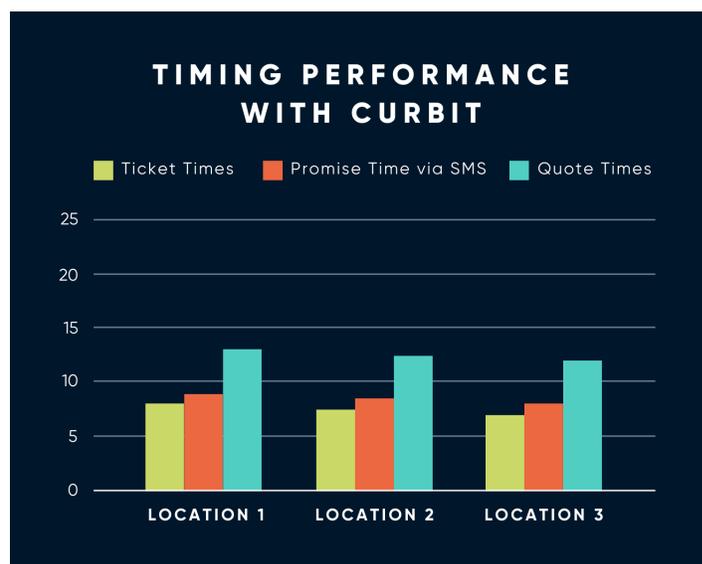
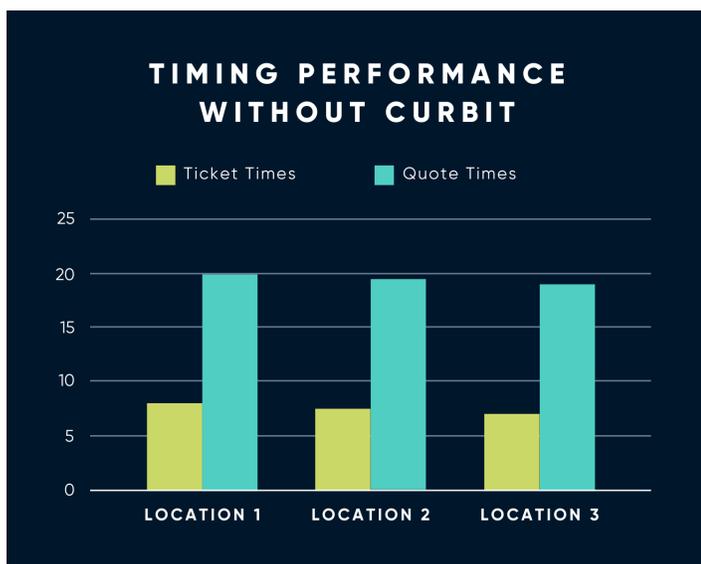


The logo for Curbit is the word "curbit" in a bold, lowercase, lime-green, sans-serif font. A registered trademark symbol (®) is located to the upper right of the letter "t".

# The Integration

The partnership between QSR Automations and Curbit optimizes the coordination of kitchen activity and online ordering systems to provide guests with real-time order status and a more streamlined pickup process. QSR Automations' ConnectSmart® platform maximizes kitchen efficiency by prioritizing orders based on order times and guests' proximity.

**The result is happier customers and a more profitable business.**



This case study features Tocaya Modern Mexican, a 20-location brand with 50% of sales originating online. Their objective was to improve pickup time accuracy and thereby ensure fresher food and a better guest experience.

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## CURBIT APPROACH

1. Enable Online Ordering and real-time KDS integrations
2. Share real-time analysis of workflow performance comparing:
  - a. Guest wait times with and without Curbit
  - b. Food dwell times with and without Curbit
  - c. Quote times vs. actual cook times
3. Flip the switch and allow Curbit to influence outcomes.

The graphs above illustrate the impact of Curbit. On the left shows configuration based quote times. The right shows dynamic quote times (that vary based on store activity), as well as promise times that are shared via SMS immediately following the order.

## IMPACT

### 1. 8-minute reduction in published quote

By dynamically updating the quote times, ready-time expectations managed by Curbit prior to checkout were 12 minutes, compared to 20 minutes when left to configurations in Tocaya's online ordering system.

- **Decreased cart abandonment** → Potential for maximized order volume
- **Automated capacity management** → No manual throttling required

Additionally, with Curbit managed quote times, the DSPs (delivery service providers) are able to integrate more reliable ready-time expectations into their timing algorithm.

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- **Reduced end-to-end times** → Fresher food to Tocaya's guests and a more efficient pickup destination for delivery couriers

### 2. Following checkout, guests received updated promise times within 13 seconds of the actual ready time.

Regardless of the channel, Curbit's real-time order analysis produces promise times that are nearly in sync with the ticket times. Upon checkout guests with a valid mobile number receive promise times and real-time order progress via SMS. The Tocaya case study illustrated an 11 minute reduction in food dwell time. It's made clear that dynamic updates in real-time make all the difference.

- **Increased guest satisfaction** → Reliable guest experience, fewer complaints, and refunds, less bad debt

### 3. Workflow Optimization

With the foundation of accurate order timing, orders start based on guest proximity and promise times are patched on the kitchen screens.

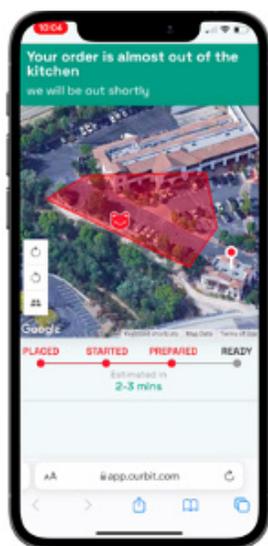
- Kitchens operate more efficiently with prioritized fulfillment and visibility into guest promise times → Increased throughput

### 4. Each location is positioned to implement virtual drive-thrus

With the efficiencies created by sequenced arrivals and fulfillment, Curbit ensures brands are always serving the freshest food with minimal wait times.

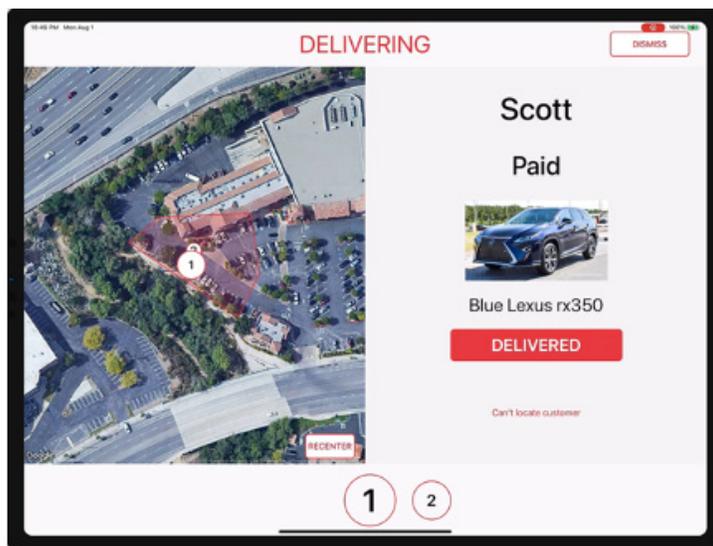
- **Maximize profits:** Tech-enabled restaurant space that brings reliability, consistency, and convenience to the pickup experience, saves millions in occupancy costs.

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#### GUEST FACING

Arrivals are queued to a virtual staging area according to order readiness.



#### STORE FACING

Prioritized arrivals displayed for staff at the pickup counter, window, or parking lot.



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### 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.



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### ABOUT CURBIT:

Curbit is a software solution that optimizes workflow for emerging and enterprise restaurants. Curbit's integrations produce real-time kitchen intelligence that maximize throughput and the guest experience. The Curbit platform dynamically updates quote times; messages precise promise times and real time order progress via sms, sequences fulfillment based on guest proximity and priority; and transforms parking lots into virtual drive-thrus.