eMobilePOS®

Revolutionizing Fatburger's Operations with eMobilePOS Ominchannel Solution

CASE STUDY SERIES

Client: Fatburger & Buffalo's Express
Location: Carolina, Puerto Rico
Franchise Operator: Conceptos Restaurants LLC
Industry: Quick-Service Restaurant (QSR)
Solution: eMobilePOS Point of Sale (POS) System

Background:

Fatburger, a global name in the quick-service restaurant industry, sought to enhance its operations for its new store in Carolina, Puerto Rico. Managed locally by Conceptos Restaurant LLC, the franchise needed a robust, innovative POS system to improve order accuracy, streamline kitchen operations, and offer customers a seamless, modern dining experience.


Challenge:

Opening a new store brings challenges, especially for a brand that values fast service and exceptional customer experience. Fatburger required a POS solution that could handle high customer volumes, reduce kitchen errors, and offer self-service options while integrating seamlessly with their brand.

"We have had an exceptional experience with the eMobilePOS team. The technology is intuitive and adaptable, which has made its implementation in our operation easier. Additionally, the technical support has been consistent and efficient, always ready to quickly address any questions or issues. We are very satisfied with the service and the product's quality." - Brian de León, CEO Conceptos Restaurant LLC

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Solution Provided by eMobilePOS:

eMobilePOS delivered a comprehensive POS solution designed to address all aspects of Fatburger's sales and operations. Our solution included:
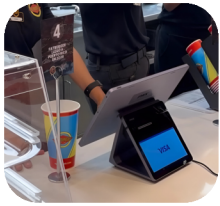
PAX Elys Workstation and PAX Elys Tablet Powered by eMobilePOS

The eMobilePOS software on the PAX Elys Workstation, paired with the PAX Elys Tablet, provided Fatburger with a fast, intuitive platform for managing orders, payments, and sales in real-time. The Elys Tablet serves as a customer-facing display and integrated EMV terminal, giving staff the mobility to take orders on the go, speeding up service during peak hours.

Kitchen Printers and Kitchen Displays Systems (KDS)

To streamline kitchen operations, Fatburger's POS system was equipped with kitchen printers and displays. Orders placed at the counter or kiosk are automatically divided by area through eMobilePOS, sending them directly to the correct printer and Kitchen Display System (KDS) for improved accuracy. This ensures that food is prepared efficiently, minimizing errors and helping staff manage multiple orders with ease.

eMobilePOS Kiosk

Self-service is a growing trend in the restaurant industry, and Fatburger embraced it with the eMobilePOS Kiosk. Customers can place their orders at the kiosk, allowing for faster service and reducing wait times. This feature also enhances customer engagement, giving them control over their orders while freeing up staff to focus on other tasks.

Custom Ordering App Powered by Tupyx

In addition to the in-store experience, Fatburger launched a custom Ordering App, powered by Tupyx, that allows customers to order from their phones. Whether they're ordering for pickup or delivery, the app makes it easy for customers to interact with the restaurant, giving them convenience at their fingertips.

Results

By integrating the eMobilePOS omnichannel solution, Fatburger significantly improved its operational efficiency.

The solution led to:

- ✔ Faster order processing times
- ✔ Reduced kitchen errors with the KDS
- ✔ Enhanced customer satisfaction due to the eMobilePOS Kiosk and mobile app
- ✔ An overall increase in sales, driven by the convenience of self-service and mobile ordering.

Conclusion:

eMobilePOS's solution has empowered Fatburger to meet its operational challenges head-on. By incorporating state-of-the-art technology like the PAX Elys Workstation and Tablet, kitchen displays, and the Tupyx-powered Ordering App, Fatburger is now well-positioned to provide a modern, efficient, and customer-focused dining experience. Conceptos Restaurants LLC can confidently manage their franchise with a system built for the future of quick-service dining.