

# Kiosk and Mobile Ordering Tools

## Essential To a Successful Foodservice Operation

**William Baine, CEO**  
**Git 'N Go Market**

**Mark Holloway, CIO**  
**Hammer Williams JiffyTrip**

**Darryl Erby, Technology Sales Exec.**  
**The Pinnacle Corporation**



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## Mark Holloway, CIO

- **Came into the industry in 2004**
- **Implemented**
  - 2004 - Internet at all locations**
  - 2005 - Company wide email**
  - 2006 - Scanning in and out at the register**
  - 2012 - Joined PCATS (Now Conexus)**
  - 2015 - EMV Inside**
  - 2018 - Made to Order Kitchen and recipe conversion**
  - 2019 - Mobile App with food ordering and payment**
- **Pinnacle Products - Mobile Ordering and Mobile Payment**



### Pinnacle Summit 2019



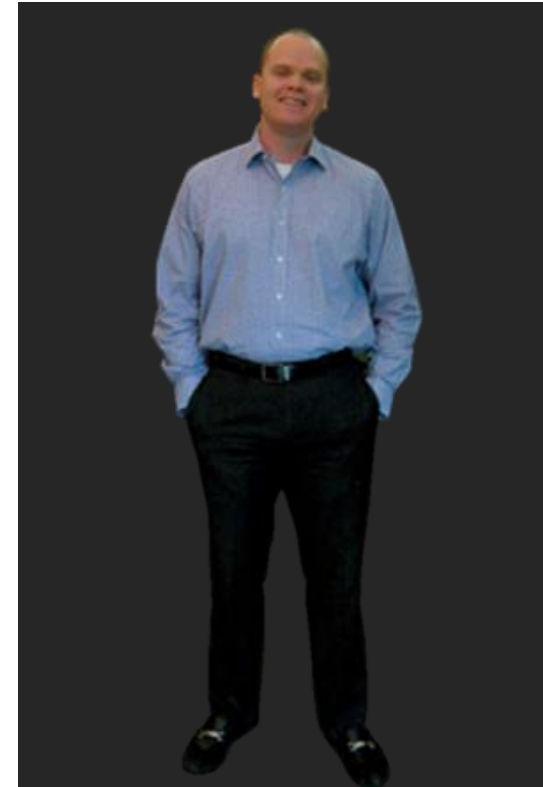
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## William Baine, CEO



- **Current CEO for six years.**
- **Inside sales growth over \$800,000 per store.**
- **Top quartile in Inside sales**
- **Top quartile in Foodservice**
- **Pinnacle Products – Palm, Kiosk, Mobile Ordering, and Mobile Payment**

### Pinnacle Summit 2019



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# Everyone Needs a Digital Strategy



- **Developing a digital strategy was necessary to break into larger markets than we were currently in.<sup>1</sup>**
  - **Pinnacle gave us the tools that we needed.<sup>2</sup>**
  - **For all in strategy or a completely subversive strategy**
- **Our goal was to increase ROI.**
- **Our mission was to find a way to empower our customers with the level of engagement that worked for them.<sup>3</sup>**



- We began growing so quickly, with food ordering demand we could not factor in hiring, training and labor. Two teammates were answering phones, another teammate taking orders at the counter. We needed a process that would put our labor back to making made to order food and make them more efficient overall.**
- **Pinnacle's tools launched us into the 21<sup>st</sup> Century customization and easily reorder within 2 clicks**
  - **Kiosk are set up at the Deli, saving labor hours.**

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# Digital Interaction Changes The Way Customers Perceive Reality And Feel About Their Experience

	Static Menu	Digital Menu
<b>Perceived Time</b>	<b>3:00 Minutes</b>	<b>80 Seconds</b>
<b>Actual Time</b>	<b>60 seconds</b>	<b>3:00 Minutes</b>

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# Digital Ordering And Customer Behavior

**Done correctly, ordering from a Kiosk does not have to be scary; it can be intuitive. We invited seniors to our pre-opening, trained one couple, and 10 minutes later they were all showing each other how to get a milkshake.**



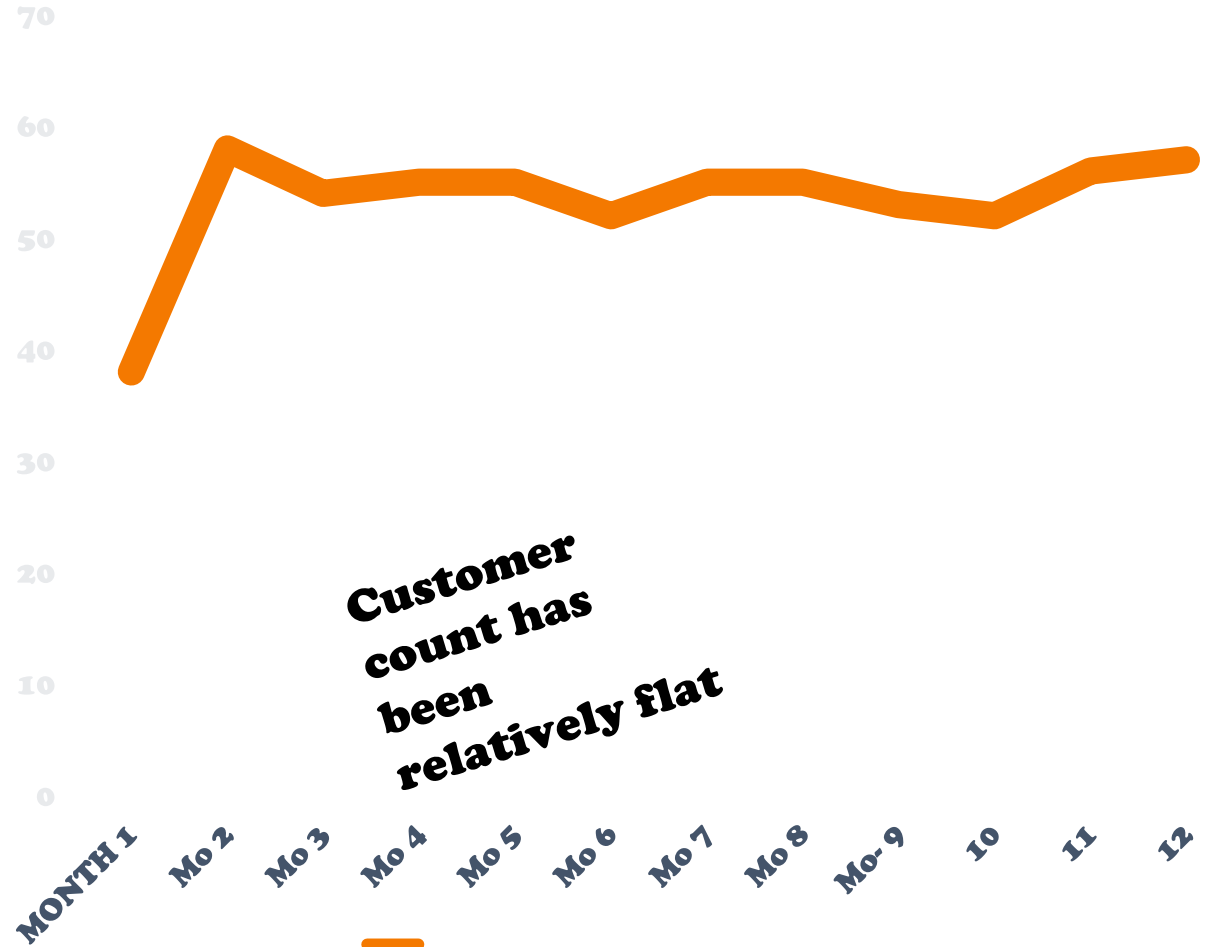
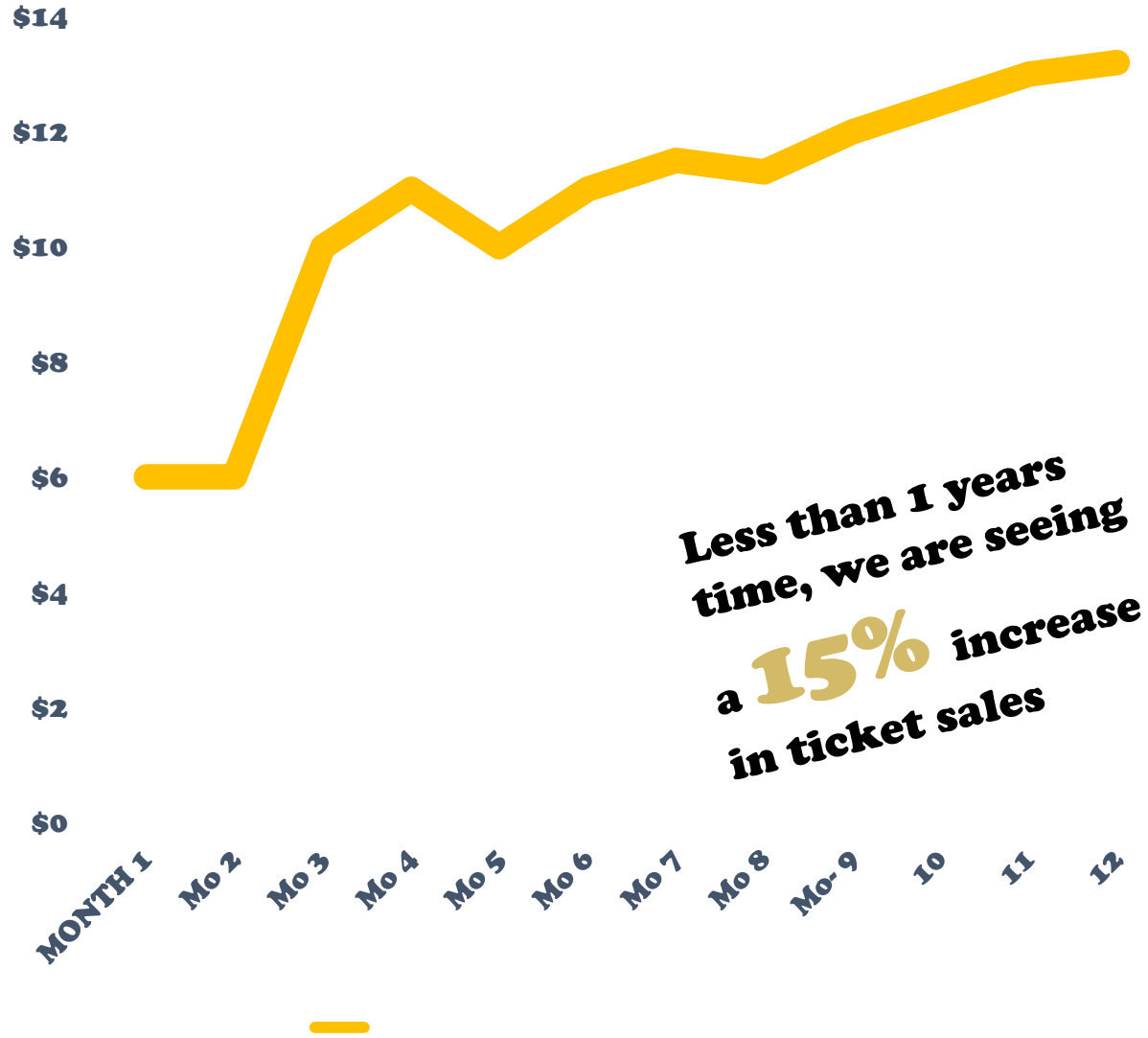
**Customers ordering through a kiosk will average 30% higher tickets than those verbally giving their order to a person.**

- **They are not nearly as cost conscious**
- **Will add high calorie items**
- **Will add extra costed add-ons when they do not feel judged.**
- **They become “caught in the moment” – Creating their own masterpiece that looks the way their hunger feels.**



**Real Example: Today, Git N Go is seeing food ordering ticket's increase to by 15% (next slide)**

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# Customization = More \$

## Prepared Food Additions

April 2019 vs. April 2018

Metrics	Total Sales	Last Year (Total Sales)
	<b>\$7,275.70</b>	<b>\$1,752.10</b>

**Our customers have paid for the entire Pinnacle investment with simple add-ons.**

**Add Bacon**

**Add Cheese**

**Add Meat**

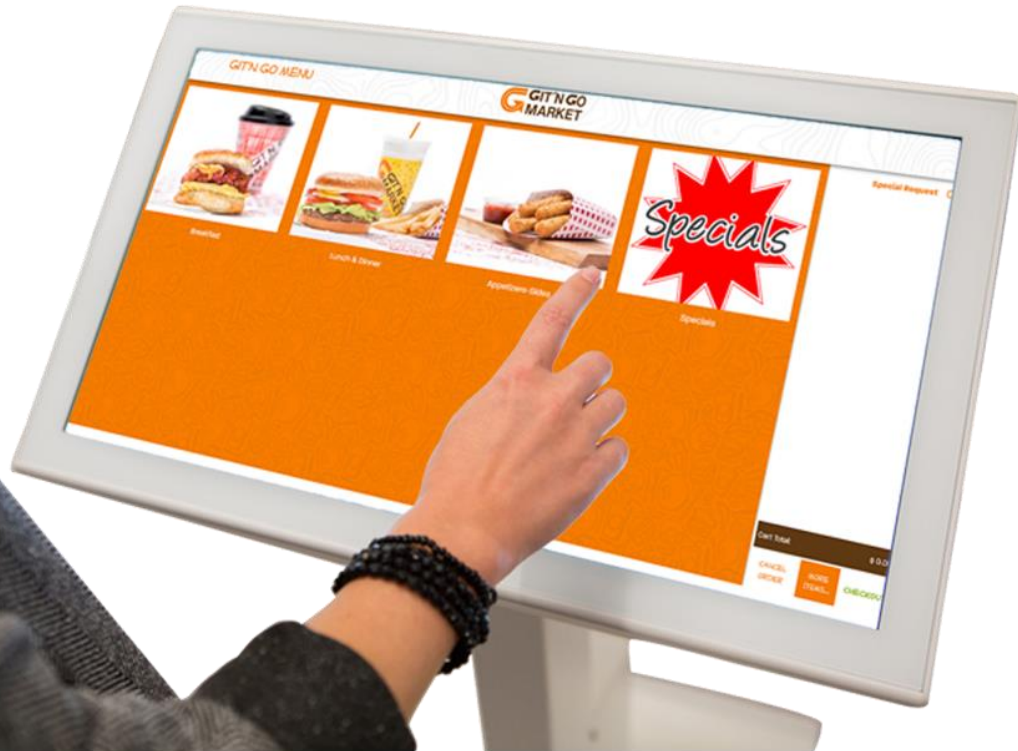
**Add Veggies**

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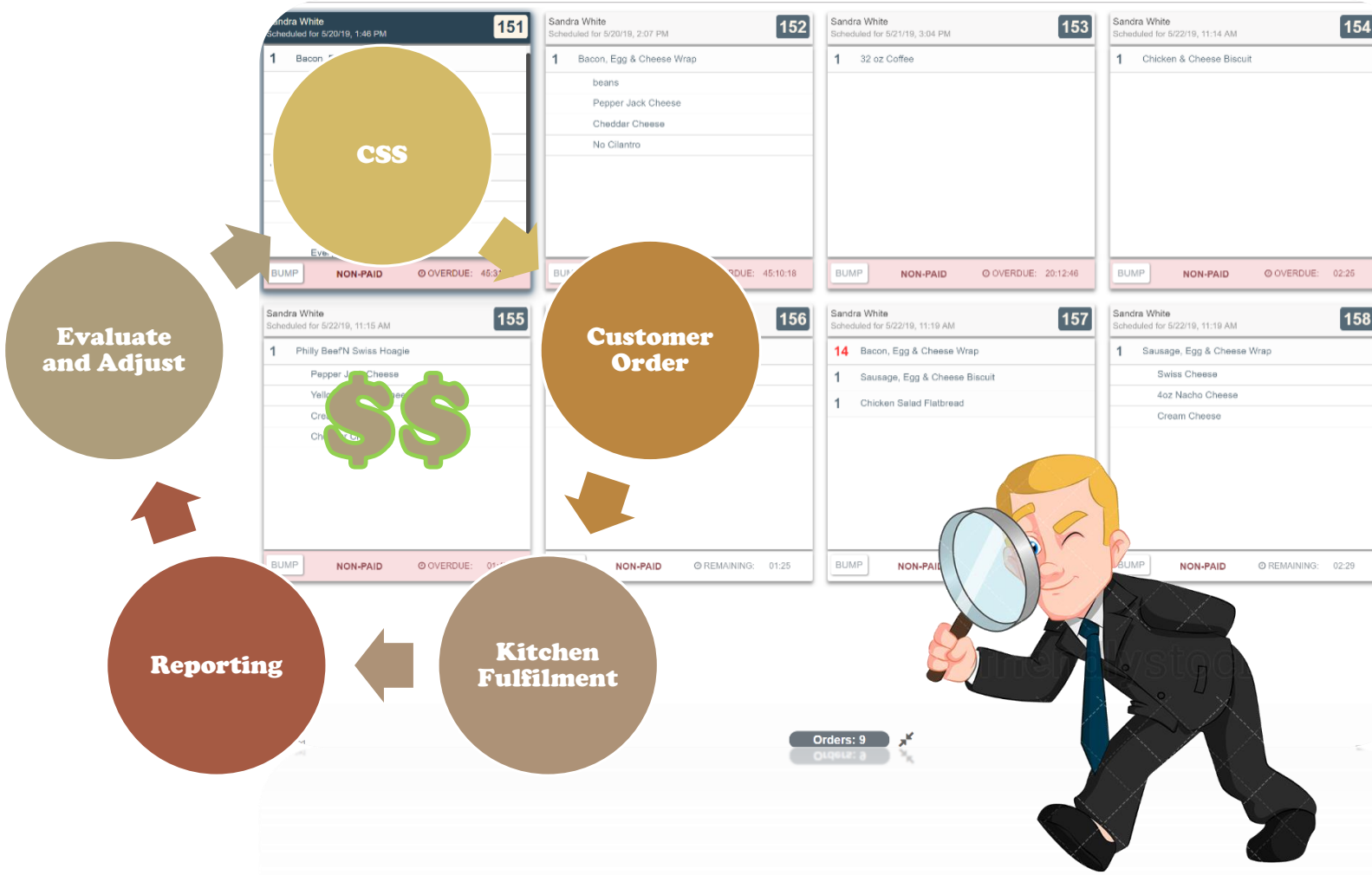
# Kiosk Pays For Itself

- **Push Top Grossing Items**
- **Real Time Menu**
- **Lower Labor Cost**
- **Dynamic Price Scheduling**
- **Increase Order Accuracy**
- **Up Sales on Every Item**
- **Decrease Wait Time**



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# Affiniti Kitchen



**Sandra White** 151  
Scheduled for 5/20/19, 1:46 PM

- 1 Bacon, Egg & Cheese Wrap
- beans
- Pepper Jack Cheese
- Onions
- Everything

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- 1 Bacon, Egg & Cheese Wrap
- beans
- Pepper Jack Cheese
- Onions
- Everything

BUMP    NON-PAID    OVERDUE: 45:31:12

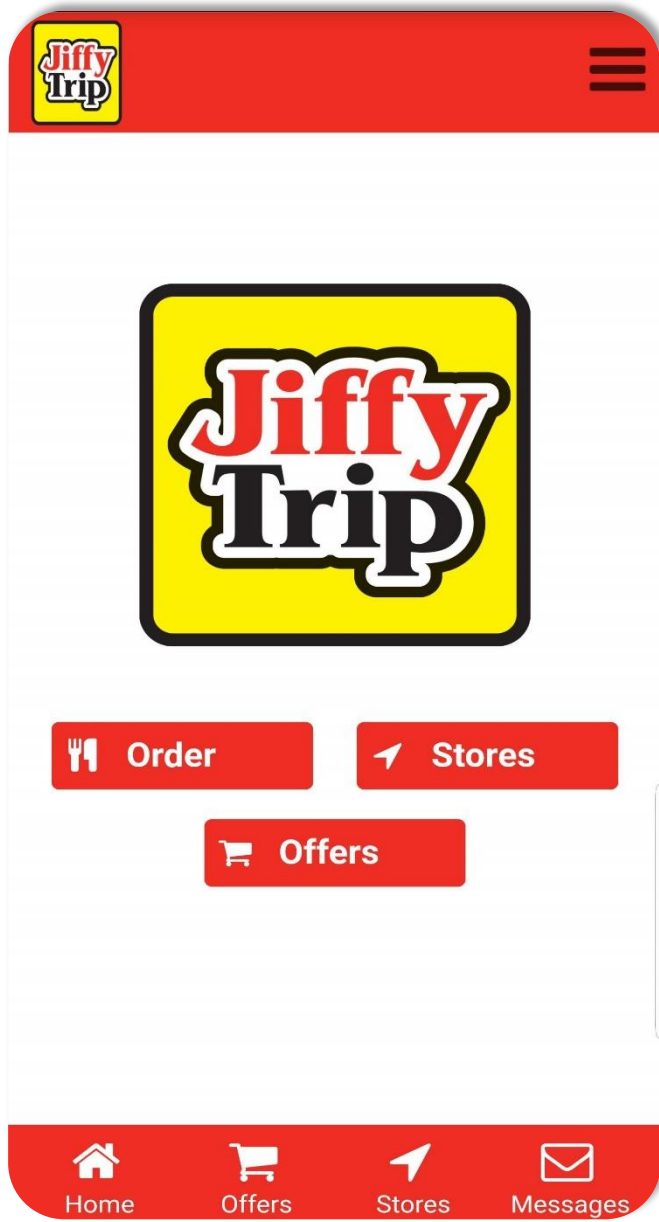
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**Pinnacle Summit 2019**

**Southlake, TX**

**May 28-30, 2019**



# Capture More Time In Front Of Customer

- **It is imperative that you help your customer to see your brand and as a food destination with fuel, not a gas station with food.**
- **That logo is going to be seen multiple times a day**
- **Brand Face Time**
- **Creating More Loyal And Dedicated Customers**
- **We are gathering customer data with Google Analytics**
- **We are able to send coupons and offers to our customers**
- **We are able to build promotions and messaging that connects with our customers**
- **Build Personalized messaging**

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# Mobile App, Critical For Any Strategy

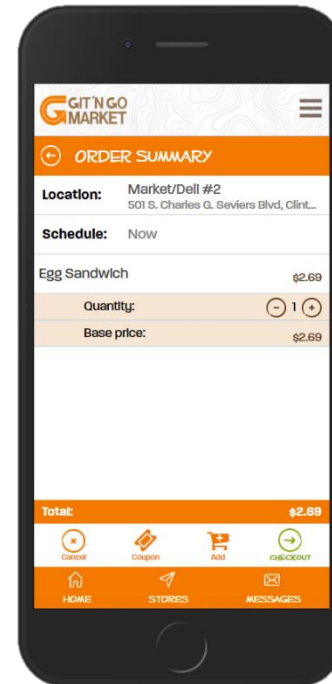


THE FOOD  
YOU ❤️.  
NOW AT  
YOUR  
FINGERTIPS.

- ORDER FOOD  
- EXCLUSIVE PROMOTIONS  
- MOBILE REWARDS

Available on the  
App Store

Get it on  
Google play



- **Competitors in our areas are late to the game**
- **Our competitors cannot keep up and we are taking their customers**
- **What's great about the kiosk is that the mobile Menu has the exact offering, look, and feel as the in-store menu.**

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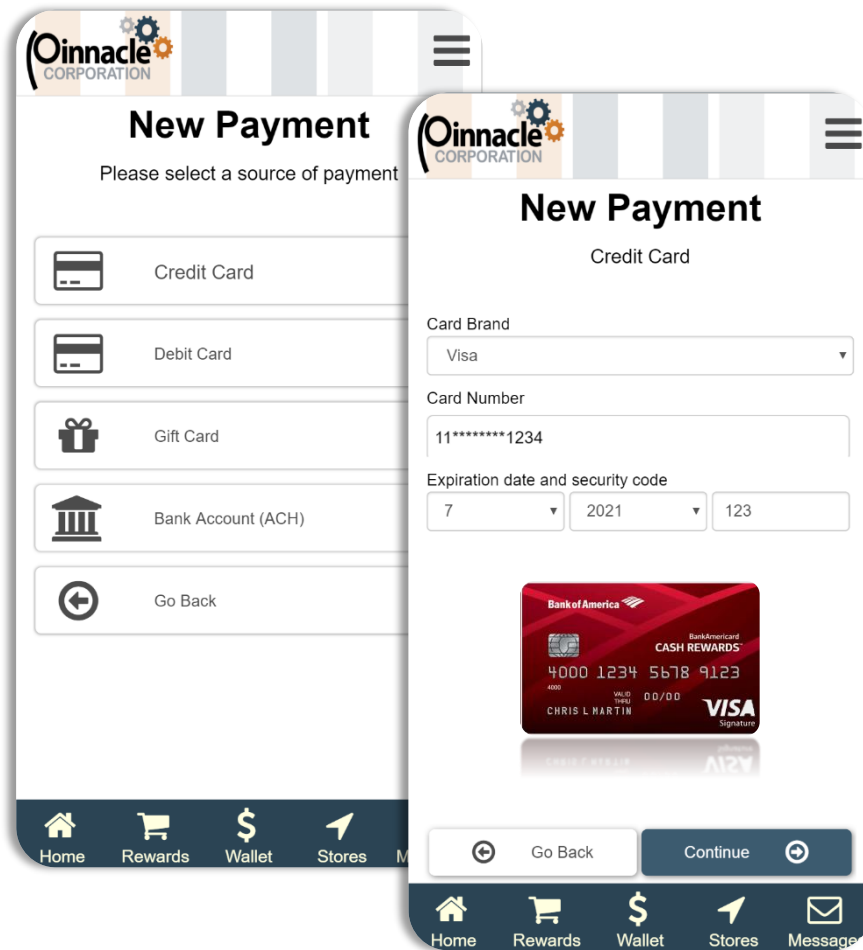
# Engagement Opportunity With Mobile



- **Analytics**
  - **Get to know your customers**
  - **Age Range**
  - **Locale**
- **Platform Adoption**
  - **Level of Engagement**
  - **Digital Offers**
  - **Internal Coupons**
  - **Promotion notifications**
- **Coupons**
  - **Funded and Internal Offers**
  - **CPG dollars**
  - **Single Use Offers**
- **ACH conversion**
  - **Reduction in CC and DB fees**
  - **ACH at the pump**

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# Mobile Payment Options



- **Above site payment**
  - **Using CardConnect**
  - **Or process payments through local palm POS payment server**
- **Link credit card, checking account or allow for pay with points through pinnacle loyalty system.**

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**Thank You!**

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