

# QSR SOLUTIONS

## Enhance your QSR/Fast Casual customer experience to maximize your sales

Popstar Networks QSR Solutions are designed to help today's sophisticated QSR and Fast Casual corporations and franchisees meet their most complex operational and marketing needs. Whether you want to drive awareness of promotions, reinforce your brand, or increase sales, our digital signage software and related services help you manage in-store pricing, menus, promotions, and branding across your corporate and franchise networks.

As the cornerstone of our QSR solutions, Popstar Networks Digital Menu Boards (DMBs) address your most complex needs and highest standards for highlighting key products, promoting specials by store, and managing content throughout your network.



Popstar Networks' software delivering combo menu with dynamic prices (left) & interactive self-serve ordering kiosk (below)



## **QSR SOLUTION OFFERINGS**

Popstar Networks QSR Solutions include digital signage components designed specifically for both QSR and Fast Casual.

- Indoor and drive-thru digital menu boards
- Street sign signage
- Passive digital signage
- Interactive and self-service kiosks
- Tabletop ordering
- Order confirmation
- Point-of-sale integration

## **QSR BENEFITS**

Benefits of Popstar Networks QSR Solutions include:

- Improved customer satisfaction
- Increased upsell and cross-sell opportunities
- Quick, easy content changes
- Centralized and localized management
- Cohesive branding and promotions
- High visibility at point of purchase / presence
- New customer insights and data
- Point-of-sale integration
- Integration with mobile and social media applications
- Proximity and audience monitoring and reporting

## **DMB FEATURES**

Popstar Networks DMBs deliver a robust set of features to enable fast, easy content management for your most dynamic displays.

- Innovative user interface for quick, easy content updates
- Centralized control for content management, with local access for troubleshooting
- Easy management of images, video content, price data, item descriptions, and nutritional information
- Advanced content assignment and scheduling capabilities
- Manage changes to the entire network, specific segments, or individual locations

## **DMB BENEFITS**

Popstar Networks DMBs provide:

- Easily update or remove item descriptions, pricing, or nutritional information
- Schedule and rotate content based on season, week, day, or time of day (day-parting)
- Test pricing and promotions on the fly with database-driven pricing and item information
- Advanced core processing technology enables less on-site equipment, less maintenance, and lower overall costs
- Ideal for medium- to large-scale deployments, managing content for dozens to thousands of locations
- Seamless integration with other Popstar Networks QSR Solution components

