



New digital order processes at Hesburger -  
with Polytouch® kiosks

## POLYTOUCH® PASSPORT TO DIGITIZE ORDER PROCESSES AND CUSTOMER EXPERIENCES IN QSR'S

The major Finnish fast-food chain Hesburger decided to implement hardware from Pyramid Computer in order to optimize processes - and will start the rollout for every restaurant.

As seen over the years, more and more customers are becoming tech-savvy and want technological solutions to be a part of their customer journey. Digitizing local branches is therefore a major development.

When it comes to deciding on specific hardware, decision makers are not only spoilt for choice among the many solutions on the market, but also are hesitating to invest in solutions that may only cover a limited range of use cases or be of inferior quality with a short lifespan.

Hesburger decided on the proven Polytouch® 32" Passport for equipping their restaurants.

"Out of 3 kiosk providers we had in

mind, Pyramid Computer turned out to be the best hardware solution provider for us", said Kari Salmela, CEO of Hesburger.

Polytouch® self-service kiosks are a long-term asset, because they excel in fast moving business environments like the QSR industry. They provide with a fast, continuous and reliable performance that satisfy both the requirements of restaurants for a system that works under a high capacity workload and the customers' needs for a quick and easy order process without missing high service quality standards. They are easy to maintain and offer a great modularity of peripherals - ensuring a long-term per-

formance and full compliance with all requirements. For Hesburger, one of these requirements was the compatibility of the kiosk with the in-house build software from Hesburgers IT provider Wisdomic. The self-service solution should also cope with a high workload capacity, enabling more customers to order at the same time while reducing queues in peak times. Furthermore, the kiosk display should show menu options in a clear and structured manner - enabling thus cross- and upselling and an increased basket size while providing the customer with an intuitive interface he easily can interact with. The final requirement was that the



Ordering at the 32" HD screen

kiosk could handle the bonus system of Hesburger that comes with a bonus card.

Within the project, it became clear that a close cooperation was necessary. That is when Pyramid's approach of supporting customers in every phase of the project lifecycle came into play: it was made sure that everything works, technical support and problem solving skills are ready when needed and a person to call is always available.

"The communication with the responsible team at Pyramid was 100%," added Kristian Wessberg, Business Manager at Wisdomic. "They were always available for requests regarding the project and were committed to make everything work."

The Polytouch® 32" Passport for Hesburger is equipped with these peripherals: the PC Box with an Intel® processor ensures reliable and continuous performance and supplies all peripherals with power.

The payment module handles every process in a fast and easy manner – making transactions work. The wide-angle scanner captures barcodes on promotional coupons or bonus cards, registering everything even from difficult angles.

The printer prints receipts, making sure every order is allocated properly to the respective person. With the 32" capacitive touch screen, the kiosk dis-

plays menu information in high resolution. When not used by a customer, it displays dynamic content and serves as an advertising tool.

As Hesburger is mainly present in the Baltic States, the rollout of the kiosks starts in Finland, where most Hesburger stores are located, followed by Lithuania and Latvia. Since Hesburger's focus is to provide its customers with the same experience in every store, the rollout continues in the neighboring countries, with the goal of deploying kiosks in every restaurant, located in 9 countries.

## OUR APPROACH

Due to our experience in digitizing and implementing self-service technologies, we know that established communication channels and close cooperation are essential, especially when several parties are involved. Within this project, the approach of Pyramid to partner with customers in every phase of the project and product lifecycle was proven to be the right one – again: the cooperation of Hesburger, Wisdomic and Pyramid Computer enabled a seamless installation of the kiosks. Thanks to Hesburger and Wisdomic for this great teamwork – let us start into a successful digital future together!!



Cross channel compability with a smartphone during the order

## ABOUT HESBURGER

Hesburger is the largest fast food chain in Finland and the Baltics, operating in nine countries with around 500 restaurants. The family-owned company portrays an inspiring success story in fast food business. Dating back to its early days, Hesburger has always relied on good customer service, reliability, ambition, and entrepreneurship. A wide selection of tasty food on the menu – including the most talked-about mayonnaise in town – and competitive offers attract a growing number of fans, both in Finland and abroad.

## ABOUT WISDOMIC

Wisdomic is a provider of smart IT-services with a human to human touch. Our services include cyber security, cloud, datacenter, device and end-user services. We also support IT infrastructures.

Our customers are served by 60 unique professionals, all dedicated to keeping our customers business running uninterrupted.

We distinguish ourselves from competitors via our humane approach and establish long lasting partnerships – aiming at highest customer satisfaction in our industry.