



Customer Ordering Solutions

The end of the line for queueing

www.fdhospitality.com

The wait is over...

How Saffron Xpress works...



WHAT WE DO

Saffron Xpress offers an interactive, custom designed, touch screen customer self order solutions, proven to drive sales, reduce waiting times and improve productivity.

Each application is tailor-made to align customers' brands, operational requirements and menus using the very latest in web services technology. Saffron Xpress is a queue busting system that improves the customer experience, cutting queue times dramatically, and in turn reducing the potential for lost sales when customers vote with their feet and leave.

OUR CUSTOMERS

We work with and are focused upon delivering quality integrated solutions into the foodservices sector, pub estate, restaurants, cost sector, quick service sectors, leisure, hospitality and stadia.

OUR SYSTEMS

Our Saffron Xpress kiosks provide a custom designed touch screen based system, suitable for both local and remote ordering, integrated with a payment method such as credit/debit card – a total solution for ordering and payment.

The application software offers an interactive customer self ordering interface, through the use of touch, sound, text and rich graphic content. The customer builds their order through intuitive screen formats, supported through voice prompts. Additionally, the system can 'up-sell' certain items, ensuring no sales opportunity is missed!

On order, the system prints a receipt detailing a unique order number, order breakdown (with nutritional analysis as an option), pricing and fulfillment message. The order is sent to the kitchen/preparation area via a local wireless network connection, ADSL phone line or GSM wireless technology, for fulfillment.

Customers can also place orders via Desktop Xpress which is a customer branded secure dedicated website using their pc, laptop or mobile device – this service can be made available with or without the kiosk element.





The benefits of using Saffron Xpress stretch far beyond queue-busting:

- **Increased sales volume and profitability** – faster throughput of customers with reduced fulfillment times
- **Up-selling** – extra drinks and side orders can be added to the order to increase value
- **Reduced “walkaways”** – many customers see a queue and walk away rather than wait, and may never return!
- **Improved customer satisfaction** – innovative approach to improving service for your customers
- **Faster customer turnaround** – versus the traditional counter based ordering process
- **Greater staff productivity** – by removing your staff from the “ordering process” this increases staff efficiency
- **Opportunities for marketing and special promotions** – influencing and targeting high value products and promotions
- **Consistent selling** – Saffron Xpress never has a ‘bad day’, with consistent brand messaging, questions and suggestions
- **Order accuracy** – the order is prepared in line with the customers exact requirement without the need to translate or transpose thus reducing errors
- **Reduced recruitment and training costs** – Less skilled staff can be used for dedicated order fulfillment, giving you more efficient recruitment and less training
- **Instant nutritional analysis available for the customer as optional functionality**

