

Retail

# Serving up fresh retail insights

Leading fast-food franchise

A successful fast-food company launches hundreds of new stores, delights customers with delicious meals, and provides consistently excellent service with Lenovo Retail Solutions.



Lenovo

1

## **Who is this leading fast-food franchise?**

This world-leading fast-food company serves delicious savory meals and sweet treats to customers all over the world. In recent years, the company's restaurants have become extremely popular in China and its tasty dishes are now a family favorite throughout the country.

## 2

# The Challenge

Staying at the top of the fast-food market in China can be tough, but this leading company has perfected the recipe for thriving in the country. Rapid customer service, excellent quality, and adapting to evolving tastes are just a pinch of the ingredients that have made the fast-food franchise a success for decades. Building on its strong reputation in the market, the company launched an ambitious plan to open hundreds of additional restaurants across China.

Data drives every customer interaction at the company's restaurants. Point-of-sale (POS) terminals enable staff to make transactions and serve people rapidly, while smart sensors and cameras capture valuable customer behavior data that can help to fine-tune the restaurant experience. To expand the franchise quickly, the company looked for a technology partner that could help manage and scale its sophisticated technology stack.

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“Artificial intelligence, big data, and internet-of-things solutions are poised to transform the fast-food industry. To make the most of these data-intensive technologies, drive innovation, and power future growth, it’s essential that we have a reliable, performant, and robust infrastructure.”

**Spokesperson**

Leading fast-food franchise

# Taking a **fresh** **approach**

This leading fast-food franchise selected Lenovo Retail Solutions to streamline its nationwide expansion. By optimizing its data center energy consumption with Lenovo's software-defined infrastructure approach, the company could chart an environmentally sustainable route to growth.

Backed by Lenovo Retail Solutions, the company can equip every store with all-in-one POS terminals, electronic menus and signage, smart self-service kiosks, and flexible electronic payment solutions—including seamless integration with QR code payment services.

## **Solutions**

Lenovo Retail Solutions

# Data-driven development

Every smart kiosk, POS terminal, and camera provides the fast-food franchise with rich data. Lenovo helps the fast-food franchise analyze this information and uncover new customer experience insights, which the company can use to build a better understanding of customer preferences and behaviors.

To help restaurant workers focus on serving up excellent experiences, Lenovo also offers responsive IT support for all stores every day throughout their opening hours. If servers or restaurant managers run into technical issues, they can call a dedicated helpline for instant support, or even book an on-site engineer visit from third-party service providers.



**“We know that we are in safe hands with Lenovo. Whenever we require technical assistance, they’re always on hand to provide rapid, professional support.”**

**Spokesperson**

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3

## Results

With Lenovo Retail Solutions at the heart of its restaurant franchise, the fast-food company can grow its operations and ensure reliably excellent service in each store.

What's more, the chain can now track food orders, service time and quality targets, footfall, sales figures, and much more. Equipped with near real-time updates on store performance from Lenovo Retail Solutions, business leaders can now make better-informed strategic decisions.

- ✓ 500+ new stores launched in phase one
- ✓ Unifies management of every store
- ✓ Enhances the customer experience with data-driven insights

# Signature taste with local character

With advanced data analysis capabilities built-in, Lenovo Retail Solutions offers the fast-food company a rich mix of information on customer behavior and preferences. As the company continues its expansion journey, it plans to harness these insights to create special menu items tailored to the local tastes of each region.

When a new menu item or promotion is ready to launch, Lenovo Retail Solutions enable IT teams at the company's headquarters to update all smart screens and digital menus immediately across its restaurant network, while also giving them the capability to run targeted advertisements in select locations. By adapting to customer changes and targeting its products, the fast-food franchise aims to boost sales and delight even more customers.



**“Lenovo Retail Solutions make growing and managing our restaurant network much simpler and more efficient. With Lenovo solutions, we’re confident that we can strengthen our leading position in the fast-food industry.”**

**Spokesperson**

Leading fast-food franchise



# Why **Lenovo**?

Managing hundreds of restaurants is a huge task. To succeed in its nationwide expansion, the leading fast-food company looked for a technology partner with experience in the service industry and a track-record of large-scale digital transformation projects. Lenovo met these requirements, and more.

Crucially, Lenovo could provide the company with a single point of contact for in-store installations, device maintenance, and frontline IT support for restaurant workers. A spokesperson explains: “Lenovo was the only vendor we evaluated with the expertise, experience, and powerful technologies to support our expansion goals. Lenovo helped us to grow, but they’re also sticking around to make sure that we thrive.”



# How can restaurants drive nationwide growth?

Working with Lenovo, this fast-food company launched hundreds of new stores across China and unlocked fresh retail insights.

[Explore Lenovo Retail Solutions](#)