Texas Chicken & Burgers

Company overview

Texas Chicken & Burgers is a chain of 19 quick-service restaurant locations and counting in the New York City area. They are currently expanding into other major east coast markets, offering low priced, Texas-style, fast food, sourced from local farmers and other suppliers.

Measurable results

10–20%

REVENUE GROWTH OVER 2 YEARS

10%

BRAND AWARENESS GROWTH IN THEIR MARKET OVER THAT PERIOD OF TIME

Texas Chicken & Burgers increased customer volume, reduced customer wait times, and boosted revenues by up to 20% by using Vivonet Cloud POS.

Operational Challenges

The cash-based nature of the business and the outdated processes that went along with it made it hard for the company to gain the levels of transparency they needed when it came to valuable incoming data.

Texas Chicken & Burgers Chief Operations Officer Waheed Khosdal explains:

"This was one of the areas we really needed to address. With our old system, mostly cash-register based, our data was very hard to pinpoint. We didn't really know what the capacity was for each location in terms of daily sales, so it was hard to know how to set targets for each one. It was hard to maintain standards of accountability among staff when it came to mistakes and shortages, too.

Customer Challenges

Daily operations to serve customers better were also a challenge. The efficiency of the ordering process and moving customers through the line to serve them quickly depended on the manual actions of employees. This included the connection between staff serving customers at the front of the stores and orders as they appeared in the kitchen. This added unnecessary time to the ordering process and to customer wait times.

"When we finally discovered how long people were waiting," Mr. Khosdal says, "it turned out to be as long as 15 minutes in some cases. We knew that we had to do much better than that. Maximizing customer volume is the key to success in our business because every penny counts. That means making sure that every transaction is as efficient as possible. That's why we began to look for a POS provider who could address our challenges and help us solve them quickly. We chose Vivonet after trying a few other solutions. Vivonet simply outperformed the competition when it came to increasing customer volume alone. The wait times are now about 5 minutes."

VIVONET

Texas Chicken & Burgers

"With Vivonet Cloud POS, we were able to create distance between us and our direct competition in a very short period of time. The new system allows us to ask questions about our business that we weren't able to ask before because we didn't have the data visibility we needed. Now we do. It's allowed us to understand our capacity for growth and what the future really looks like for our business."

– WAHEED KHOSDAL, COO
TEXAS CHICKEN & BURGERS

Measurable results

+50%
WAIT TIME IMPROVEMENT

$3-4K
SALES INCREASE ON FIRST WEEK OF IMPLEMENTATION

Vivonet Solutions

Working with Vivonet, the manual processes that were bogging down the lines during busy times were replaced by easy to use hardware and intuitive on-screen interfaces. These cloud-based POS systems connected directly to the kitchen via a Vivonet integration with QSR KDS Automation, making the ordering process much smoother between cashiers and cooks. The increase in customer volume as a result translated into a revenue boost of $3-4K in the first week of operations alone. Revenue growth of 10-20% followed over the next two years along with an approximate 10% lift in brand visibility.

Besides these improvements, Mr. Khosdal found that the transparency of data issue was also addressed and then some. He explains:

"With Vivonet, we were able to track our data more efficiently and very conveniently. Among other important areas of our business, this had a big impact on how we manage our menu items. We were able to see what customers were ordering most, and least. This allowed us to remove over 100 items that weren't performing well. We were able to manage our food costs more efficiently as a result, reduce waste, and save a lot of money. We can now concentrate on items that are doing well and funnel our spend into them instead."

Simplified staff training

With the implementation of Vivonet solutions that were done by way of remote installation through the cloud without interrupting daily operations, staff hiring and training became much easier to manage, too.

"The POS system just looks good, and so that adds an important level of credibility to our business. But what it also does is make it easier to train new staff. They don't have to be able to remember everything themselves. The system does all that. That makes it easy for new staff to get up to speed very quickly. If they know how to use a smart phone, they can use one of our terminals. With this system, we have better control over transactions. There are fewer mistakes at the order-taking stage. And it makes our system easier to manage on a staff accountability and security level, too."

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Next Steps for Texas Chicken & Burgers

Mr. Khosdal has ambitious plans for the future of Texas Chicken & Burgers. He will be concentrating on building up the company brand to be more top of mind for consumers in the east coast market. The aim is to grow the business by 30% or better every year.

"Thanks to Vivonet and its cloud-based platform, we have the data visibility and transparency we need to grow our business."

— WAHEED KHOSDAL, COO
TEXAS CHICKEN & BURGERS

"We'll definitely be concentrating on expanding locations, and investing in ways to reach out to more and more customers. Thanks to Vivonet and its cloud-based platform, we have the data visibility and transparency we need to grow our business. We can manage more volume, we can take on more staff and train them faster, and we have more control over our resources. I haven't even explored all of the reports that I can run in the system yet to help us to grow our business even more. It's nice to work with Vivonet because they know our business and where we want to go next."

Find Out More

The Vivonet Cloud Platform is specifically designed for the hospitality industry to better engage with customers, empower staff, and elevate companies to the next level.

Texas Chicken & Burgers benefited from greater transparency and clarity when it came to their data. They were able to turn those insights into actionable strategy. They were also able to improve their operational efficiency that led to measurable improvements and increased revenue.

Discover how Vivonet can help your company gain a competitive edge.

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