



PDQ INCREASES AVG CHECK BY 25% WITH GRUBBRR KIOSKS

PDQ, founded in Tampa in 2011 by Bob Basham, co-founder of Outback Steakhouse, and Nick Reader, former CFO of the Tampa Bay Buccaneers and current CEO of MVP Holdings, is committed to its namesake: People Dedicated to Quality. The restaurant is best known for its perfectly hand-breaded buttermilk chicken and serious dedication to the community. Over the years, PDQ has become beloved across Florida, North Carolina, New Jersey, and New York.

THE CHALLENGE

PDQ is deeply committed to meeting the needs of their guests. PDQ recognized consumer behavior changed as more technology becomes readily accessible; guests want options for the way they order. While PDQ was open to new technology, some executives feared kiosks would diminish the personal touch with customers.





THE SOLUTION

PDQ tested three (3) different kiosk companies, and selected GRUBBRR based on the breadth of their platform, smart upsell feature, rich user interface and user experience and hardware optionality. Additionally, GRUBBRR's integrations and dynamic backend allow for quick and efficient menu changes.



After testing GRUBBRR's kiosks, the question wasn't whether or not we should do GRUBBRR kiosks, but how fast can we roll these out.



ERIC KNOTT

Chief Operating Officer, PDQ

THE RESULT

PDQ has rolled out kiosks throughout the company. The partnership with GRUBBRR has been exceptionally successful, modernizing the guest experience and boosting revenue through upselling and higher ticket values. PDQ is confident that their dedication to labor and operational innovations will enhance the guest experience and drive an increase in franchise sales.

KEY FINDINGS

40%

ADOPTION RATE

20%

OPTED INTO AN UPSELL

100%

INCREASE IN THROUGHPUT

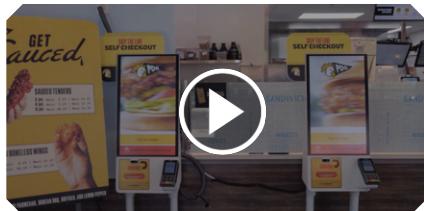
AVERAGE TICKET LIFT

25%

WHEN PLACED ON THE KIOSK



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GRUBBRR in action!

Learn how GRUBBRR's self-ordering solutions can increase revenue and streamline your operations.

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