

A Classic American Drive-In Adopts a Classic Drive-Thru Solution



Frisch's Big Boy Uses HyperActive Technologies' Solutions to Increase Speed and Improve Accuracy

Frisch's Big Boy drive-in restaurants were looking for a tool to manage their drive-thru business. "We were facing a classic negative combination of lack of speed and order accuracy," says Louie Sharalaya, Regional Director for Frisch's. "That combination can be deadly, and it was, causing us long lines, drive-offs and crew problems."

Frisch's began using QTimer, HyperActive's drive-thru management technology and immediately they experienced shorter lines, very few drive-offs and a rise in crew productivity and morale.





Drive-Thru Times Have Been Reduced 20-30%

Louie summed up the results to-date: "Faster drive-thru times, fewer mistakes and more positive customer comments. We've decreased our drive-thru times by 20 to 30 percent, improved our order accuracy, reduced food waste and eliminated theft. And, of course, that all shows up on our bottom line."



Frank Noack, Area Supervisor

Complete Integration with the Big Boy POS System

One of the biggest benefits Frisch's found with QTimer was its ability to integrate with the company's POS system. "It's like adding another person to our POS process—the customer," Louie says. "And, it's made our crews more productive. QTimer gives our managers instantaneous

feedback on our drive-thru performance and as our times have dropped, it provides positive reinforcement for our crews. That's a great motivator!"

Cross-Selling and Up-Selling is Easier

Frisch's is also working with HyperView, HyperActive's state of the art, NEMA 4 certified order confirmation display. They were pleased to find that HyperView had a lower cost of ownership than the competitors' products with a longer lifespan.

Frank Noack, Area Supervisor, sees the impact of the HyperView order confirmation system, first hand. "HyperView eliminates misunderstandings about the order, improves accuracy and reduces food waste," he says. "And when the customer sees the cost of the food, they realize they can order more food if they have more money to spend." Cross-selling and up-selling is easier with HyperView's split-screen configurability. Special offers and up-selling information stays in view through the complete customer visit and the bright, visually attractive graphics help make more sales and increase check averages.

Another selling point for Frisch's was the environmental friendliness of HyperView. "Everyone is concerned about the environment today", Louie says. "HyperView's green technology helps save on energy costs." Since the LED backlight burns cooler and the controller is inside the store, there's no need for heaters or fans.

Adopting these solutions has improved "operational excellence" for one of America's best-known drive-in restaurants. After all, the Frisch name has been around for over 100 years. In 1905, Samuel Frisch opened a small café on Freeman Avenue in downtown Cincinnati and in 1939 he opened Frisch's Mainliner, Cincinnati's first drive-in restaurant. The first Big Boy sandwich was sold there in 1946 and two years later the first Big Boy Drive-In was opened, with six counter seats and 60 parking spaces.

Today the company operates 88 corporate Big Boy restaurants and franchises another 28 in Kentucky and Ohio.

"Our experience with QTimer and HyperView has been excellent", says Louie. "We've seen solid integration with our POS system, a good increase in customer satisfaction, and a positive impact on our bottom line. So far, between Frisch's and HyperActive, it's been a classic marriage."

