

Shipley Touches Food Service Efficiency with VeriFone's iOrder Kiosk

Self-service touch screen allows company to manage inventory and prices from a single location.

Shipley is the largest retailer of petroleum-based products in central Pennsylvania. They distribute over 125 million gallons of fuel each year offering both unbranded and branded gasoline in its 29 retail locations across Pennsylvania. Shipley Stores operates in-store food service under the names of Tom's Café and Jerry's Subs & Pizza. The company was founded in 1929 by Thomas Shipley, and is managed by the Shipley family.



Customer profile:	Shipley Stores
Business focus:	Total Energy Services
Headquarters:	York, PA
VeriFone solution:	iOrder Food Service Kiosk

Challenge

As Shipley's Store Systems Administrator, Roger Fuller was faced with the daunting challenge of finding new ways to reduce labor costs to keep his food service menu priced competitively with other quick service restaurants in his area. He thought he had found a solution when he implemented a deli kiosk product eight years ago, but was disappointed in its lack of design flexibility and the ability to make system changes themselves.

Shipley was looking for a complete hardware and software solution that was fully integrated into their POS system. In addition, they wanted to be able to make routine updates, such as menu changes and price adjustments, without having to rely on their kiosk vendor. During peak hours, Shipley wanted to ease the customer checkout process, where there were increased PLU entry errors that had to be reconciled at the end of each shift.

The ability to quickly scan a customer's food order receipt would eliminate the errors that often result from manual PLU entries.

Equally important, Shipley wanted the flexibility to make menu changes and adjust individual item prices on the fly. Their former kiosk solution required Shipley to call a professional services group for even simple changes. They had to physically dispatch a service technician to each store to load new prices, which frequently took up to several weeks. Promoting daily specials and managing out of stock items were an impossible task. Managing all of their price book items from a single location would be a key strategic advantage for Shipley.

Solution

After struggling with their former kiosk system, Shipley turned to their trusted POS system partner, VeriFone, and the

iOrder self-service solution. "From day one VeriFone consulted with us, taking the extra time to ensure they fully understood our current processes and requirements and how we wanted to run our food service operation" Fuller said.

VeriFone's iOrder food service kiosk offered Shipley the integrated solution they were looking for. Shipley's food service operation is now streamlined and they can efficiently manage menu updates and price changes from a single location using iOrder's kiosk configuration software tools.

VeriFone's kiosk design team, together with Shipley's systems and operations groups spent several days collaborating on the new system design. Shipley's menu sequence was re-engineered to minimize the number of screens their customers would have to cycle through before completing their order. Up-selling opportunities were placed in the beginning of the menu sequence to promote high margin food items.



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- Roger Fuller, Store Systems Administrator, Shipley Stores

Custom menu graphics were evaluated for specialty food items such as pizza and breakfast sandwiches. The VeriFone design team then returned to their lab and within 30 days provided Shipley a complete prototype system for them to evaluate. After a few minor adjustments, Shipley was ready to move forward with the VeriFone solution.

Implementation

Once the kiosk content was finalized, the VeriFone installation team moved in to install the new iOrder kiosk system. Based on his previous experience, Fuller elected to install three kiosk systems in each store in order to efficiently handle peak periods such as the lunch and dinner rush. The hardware was installed in a few hours including cabling to the Sapphire web-server that provides broadband access to each store. The software was then loaded onto each kiosk unit and the installation was complete — without any store system down-time.

Benefits and Results

Shipley immediately saw a dramatic increase in the average ticket size and improved customer satisfaction. “Since implementing the iOrder kiosk solution, we have experienced about a 20% increase in the average food service order largely due to prominent up-selling promotions,” said Fuller. “The kitchen staff has also noticed that fewer customers abandon their self-service order mid-stream, due to the ease of ordering on the new VeriFone system.”

Shipley now has peace of mind with the ability to manage menu items and food service prices from a single location and adjust daily specials based on their inventory. “We’ve had a great experience working with VeriFone and would recommend the iOrder kiosk solution to other customers looking to implement self-service technology in their stores.”

VeriFone iOrder Benefits

- Integrates with POS for easy and expedited checkout
- Uses existing price book PLUs
- Enables easy menu and price changes using integrated configuration tool
- Allows users to make menu and price changes remotely
- Increases orders an average of 20% through up-sell promotions
- Improves order accuracy and helps eliminate waste
- Reduces labor expenses and improves customer satisfaction
- Rugged infrared touch screen built specifically for the petroleum and c-store industry

