

NEC Display Solutions Customer Installation QSR

Greggs

Robust, future proof and aesthetic digital menu boards



Where swift through-put and efficient customer service is business critical, in the QSR sector, successful in-store digital communications offers compelling rewards including cost savings and significant sales uplift. Greggs installs NEC professional-grade digital menu boards across its nationwide network of shops to instantly update pricing and special offers.

SITE INFORMATION

Sector

- QSR Retail

Client information

- Greggs
www.greggs.co.uk

Installation date

- Throughout 2015

Installation Partner

- Beyond Digital Solutions
www.beyonddigitalsolutions.co.uk

EQUIPMENT

Products

- 3000+ x NEC 42" MultiSync® V423
- 1000+ x NEC 32" MultiSync® V323



The Challenge

Seeking to enhance the customer experience whilst improving efficiency across its network of shops, Greggs wanted a cost effective digital solution which would provide savings compared with printed menus, deliver marketing messages and provide flexibility to change messages across its diverse range of outlets. Early pilot installations proved a positive visual effect on the sales environment, stimulating customer behaviour with improved communication and scheduled messaging updates.

The NEC Solution

In a dynamic environment with changing demands and new technological developments, Greggs wanted a reliable solution that would fulfil their needs into the future. Customer engagement through interactivity is a feature which Greggs would like to explore further and the screen technology and content management solution needed to be capable of supporting this.

Greggs looked to digital communications integration specialist Beyond Digital Solutions to design and manage the installation and rollout across its estate. 'NEC screen technology offers a robust solution where reliability is business critical. NEC products have proven robust, durable and incredibly reliable in previous rollouts, so we didn't hesitate on this deployment,' says Louise Richley, managing director at Beyond Digital. 'Screen failure is



unacceptable in the QSR sector where menu choices displayed on instantly updated digital menu boards help to swiftly process customer orders and ensure consistent and superior customer service.'

As standard, three 42" NEC screens are deployed into each of Greggs' larger shops, using a ceiling mounted system. Different configurations and sizes of screen are used to match the retail environment; in smaller shops for instance, 32" screens are mounted within the bulkhead. NEC's unique heat management system monitors and controls the heat inside the display securing reliability and longevity despite some screens deployment within an enclosed recess. QSR is a punishing environment for electronic equipment but NEC's professional-grade displays are designed to withstand heat build-up, dust ingress and physical damage to provide consistent 24/7 performance.

Unlike consumer displays that have to be managed from within the restaurant via local remote controls, professional-grade units can be centrally monitored and managed from a remote location – an important consideration for owners with multiple stores. Across Greggs' nationwide network of shops, offers and menu choices are scheduled to automatically display at different times of the day. This is a highly effective way to

increase sales as offers are targeted and relevant; it's easy to show full screen messages and promotions in addition to pure sales messages. Animations and moving content are eye catching and more likely to attract the buyers attention helping to promote specific seasonal offers which are in addition to the standard menu.

The Result

As well as showing menu board and pricing information, the screens are used to promote products, highlight special offers and promote the Greggs Foundation, its charitable trust. Updates can be quickly implemented either regionally or across Greggs' entire estate.

'As the rollout began, the earliest deployments proved an immediate positive effect on customer behaviour so Greggs are keen to replicate this success with multiple screens fitted into the shop's bulkheads to maximise the effect,' says Louise Richley. 'Some of their shops are very small but we are able to install at least one screen in even the tiniest shop. It's exciting to see the transformation of the menu board system and witness the impact it's making on the sales environment. More than any other sector, QSR cannot afford to experience the detrimental effects of digital communication failure, but when it is successful, the rewards are great.'

