

# MICROS gives Restaurant Brands a platform for growth



[Restaurant Brands](#)  
[restaurantbrands.co.nz](http://restaurantbrands.co.nz)

[Outlets with MICROS](#)  
98 KFC and 74 Pizza Hut stores



**Restaurant Brands** is a publicly-listed company that operates three retail food chains in New Zealand – KFC, Pizza Hut and Starbucks Coffee.

Between them, the 200 stores owned by Restaurant Brands employ over 4,500 staff. And every day they serve over 60,000 customers throughout New Zealand.

In 2009, Restaurant Brands made the decision to roll out the MICROS RES Point of Sale systems across all 98 KFC stores across the country (including the nine independently-owned stores). This followed the successful rollout of MICROS RES at Restaurant Brands' 74 Pizza Hut outlets four years earlier.

Geoff Holton is the Commercial Manager for IT at Restaurant Brands. He is responsible for the IT strategy across all three concepts, and says the existing relationship Restaurant Brands had with MICROS made them a natural choice for KFC's new point-of-sale systems.

"Choosing MICROS for the rollout was not a hard decision for us," Mr Holton says. "After going through the process with Pizza Hut, we knew MICROS was a big player with well-written software and good hardware – with the ability to give us the support we needed."

After a 'lab' testing phase and a three-store pilot, KFC began the full-scale rollout of MICROS RES in August 2010. By the end of February 2011, every KFC store in the country was fitted out with new front-of-house and back-of-house systems, including MICROS Workstation 5As and MICROS Kitchen Display Systems.

## Working together to minimise disruption

MICROS and Restaurant Brands worked together to conduct the changeover to MICROS RES outside of store opening hours. As a result, Mr Holton says they were able to complete the transition with minimal disruption to staff and customers.

"At the time of the rollout we were changing over eight stores a week, and we didn't have to close any of them," he says.

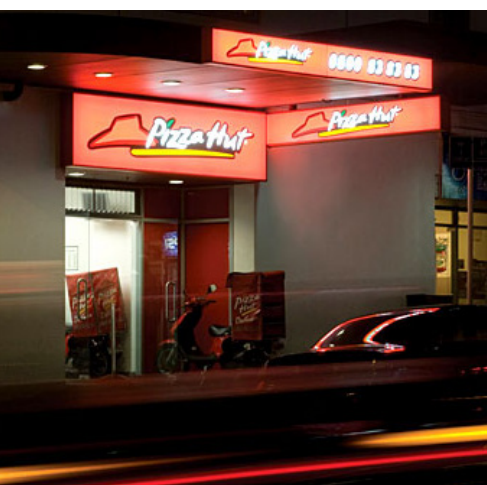
"One Restaurant Brands employee and one MICROS employee would arrive at a store at closing time, rip out all the old POS machines and servers, and have the new systems installed and ready-to-go in time for the staff to arrive in the morning."

Mr Holton says Restaurant Brands sent 'champions' to each of the new stores to spend some time training managers and staff on how to use the new systems – which were replacing terminals that had been in place for 15 years.

"We didn't do any pre-training of the staff, but we found it only took an hour or two for staff to go from being novice users to intermediate. And within a week they were advanced users."

"We know from the pilots that our customer throughput was definitely faster with the new system - by around 5 to 6% in the initial trials."

Geoff Holton, Commercial Manager for IT, Restaurant Brands



### Improving speed of service

Mr Holton says the biggest advantage of MICROS RES, and some of the additional features like the Kitchen Display System, is the speed of throughput KFC is now able to achieve in their stores.

“First of all you’ve got a very good point-of-sale terminal that’s easy-to-use – which was a big step forward from the old systems staff were using.”

“Secondly, the Kitchen Display System helps the staff out the back of the store pack the orders faster and more accurately. So there’s no more yelling across the store.”

KFC outlets are also using MICROS’ Menu Projection and Control (MPnC) to help them speed up service in peak periods – with the system designed to tell the cooks when to start preparing chicken to meet a forecast rush in demand.

While Mr Holton says it’s too early to quantify the time savings at an enterprise level, he says that the pilot program gave management good insights into what the systems were capable of achieving.

“We know from the pilots that our customer throughput was definitely faster with the new system – by around 5 to 6% in the initial trials,” he says.

“MICROS RES increases the efficiency of running the store and increases the speed of service. And we know that handling more customers means more revenue.”

### Accessing data-driven insights

Having all 98 stores connected to the same POS system allows Restaurant Brands to capture a much larger amount of meaningful data. This data is consolidated by MICROS mymicros Enterprise Reporting, which Mr Holton believes will become an increasingly important tool for Restaurant Brands in the future.

“For senior management, the key advantage of the new MICROS system is the information it can provide. It’s a huge improvement in terms of our flexibility and our ability to respond.”

“For example, we can monitor how many customers a particular member of staff is able to serve during a peak period, which can help establish a benchmark for our stores. We can also see things like what percentage of our different menu items are being up-sized – which can help guide future decisions about menus and pricing.”

Mr Holton says the improved inventory management capability of MICROS myinventory also gives them greater visibility of their cost of food.

“We can now track our sales and menu mix right back through to recipes, which gives us a true food cost, and shows us which menu items are more profitable than others.”

### Keeping customers happy

As well as helping Restaurant Brands make informed decisions about operational issues, MICROS mymicros Enterprise Reporting is giving them more meaningful information about their customers.

“The information we can access now is giving us a better understanding of our customers’ needs. Ultimately that will help us deliver an improved product range over time.”

Mr Holton adds that the scalability and adaptability of the MICROS RES system gives Restaurant Brands scope to more readily adapt to changing customer preferences in the future.

“Over the next two to three years we’re expecting customers will start to really see the benefits of the new systems – which might include giving them the ability to order online or via their smart phone using MICROS mycentral, or offering them loyalty programs through MICROS iCare.”

“Knowing MICROS RES is in place now means we can more easily add off-the-shelf features like that down the track. It gives us the right platform to move on with, and strategically grow the business.”

To find out how MICROS could benefit your franchise, please visit [micros.com.au/franchises](https://micros.com.au/franchises)

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