HAWKTIVITY

Computer Vision for

Streamlined Queues, Faster Service, and Data-Driven Decisions

HUNGRY LION

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Computer Vision for optimised QSR Customer Service

Hungry Lion, a prominent quick-service restaurant (QSR) brand, sought to innovate and enhance the customer experience across its stores. Recognizing the power of data-driven solutions, Hungry Lion partnered with Hawktivity to pilot a computer vision and analytics solution in a subset of 50 stores from February to April 2024. The outcomes were as follows:

25%
Sales Increase

A 25% year-over-year increase in sales across the pilot stores

50%
Reduced Queuing Time

The average customer queuing time reduced by half, reducing walk-outs and lost revenue

Proactive Management

Real-time alerts enabled managers to quickly address potential issues

Data-Driven Decision-Making

Ability to make informed, targeted adjustments to staffing levels, store layouts, promotional strategies, and operations

The Challenge: The Hidden Costs of Waiting

Hungry Lion recognized common QSR challenges impacting sales and profitability:

- **Drop in Capture Rate:** Visibly long queues deterred potential customers from even joining the line.
- **Increased Abandonment Rate:** Customers waiting in long queues abandoned their purchase. Research shows that abandonment rates spike significantly after 5 minutes of queuing, potentially reaching 25-50% for longer waits.
- **Increased Customer Churn:** Slow order fulfilment led to customer dissatisfaction, reducing repeat business.

These issues underscored the need for a solution providing real-time visibility and proactive management of the customer journey.

The Hawktivity Solution: QHawk Takes Control

Hawktivity deployed their integrated solution, combining Hawktivity's QHawk computer vision system with a dashboard and alerts system.

Hawktivity's QHawk discreetly captured:
- Real-time data on customer flow
- Queuing times
- Order fulfillment times, and
- Zone occupancy within the stores.

A real time dashboard showed measured data and the ability to view live video of what is happening in stores. The system also provided real-time alerts to managers, enabling proactive intervention to address potential issues like long queues or slow service with specific advice, like opening another Point of Sale if available.

Beyond Efficiency: Understanding Bottlenecks for Sales Gains

The QHawk solution offers a unique advantage by measuring both queuing times and collection times, providing valuable insights into two critical areas that impact sales:

Front-of-House Bottlenecks (Queuing Time): Long queues lead to immediate lost sales due to customer abandonment and a lower capture rate. High queue volume can deter potential customers from entering the store.

Back-of-House Bottlenecks (Collection Time): Slow order fulfilment negatively impacts customer satisfaction, potentially leading to customer churn and lower future sales.

By measuring both queuing times and collection times, QHawk empowers managers to identify and address bottlenecks across the entire customer journey.

Unveiling the Root Cause: Precise Bottleneck Identification

QHawk not only identifies bottlenecks but also pinpoints the root cause behind them. For instance, queuing bottlenecks can arise due to understaffed Point-of-Sale (POS) terminals. QHawk intelligently analyses customer flow as well as staff activity, identifying these situations. The system then triggers real-time alerts, notifying managers to open additional POS lanes and deploy more cashiers. This swift action minimizes queue lengths and optimises customer service.

The solution's power extends beyond the front-of-house, where QHawk can meticulously track staff activity within the kitchen, identifying specific stations that might be experiencing bottlenecks. This proactive approach ensures a steady flow of food preparation and prevents delays in order fulfilment.

Real-Time Alerts for Proactive Intervention

A key differentiator of the Hawktivity solution is its ability to deliver real-time alerts to managers, flagging potential issues like excessive queuing times or prolonged collection times. Managers can then take swift action, such as deploying additional staff to expedite order processing or adjusting kitchen operations to improve order fulfilment speed. This real-time visibility empowers managers to minimize customer abandonment, maintain customer satisfaction, and optimise resource allocation.

Pilot Results That Speak Volumes

Over the pilot period, the QHawk solution delivered impressive results in the 50 Hungry Lion stores:

Queuing Time Cut in Half: The average customer queuing time was dramatically reduced by 50%, enhancing the customer experience and reducing walk-outs.

Sales Soared: Hungry Lion witnessed a significant 25% year-over-year increase in sales across the pilot stores.

These results underscore the transformative potential of computer vision and analytics solutions for optimising QSR operations and driving business growth.
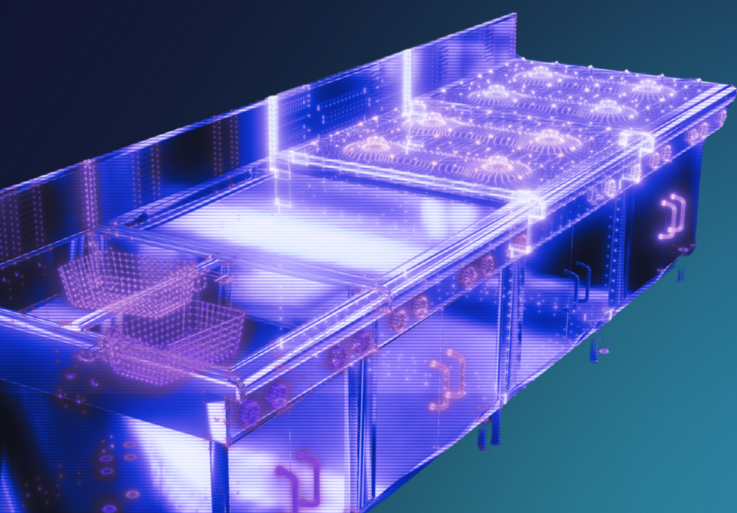
The Hawktivity Advantage for QSRs

By providing a comprehensive view of both front-of-house and back-of-house operations, along with real-time alerts, QHawk empowers restaurants to identify and address sales-impacting bottlenecks, ultimately leading to a more positive customer experience and increased long-term profitability.

The success of the Hawktivity pilot program at Hungry Lion highlights the transformative potential of computer vision and analytics solutions. QSR brands can optimise their operations, streamline processes, and deliver exceptional experiences to their customers, ultimately driving significant business growth by harnessing the power of data and real-time insights.

Illustrative ROI example

To illustrate the potential return on investment (ROI) of the QHawk solution, let's consider a conservative scenario for a typical QSR store in South Africa:

Assumptions	
Average Monthly Sales per Store	R700,000.00
Hardware & Installation Cost (One-Time)	R25,000.00
QHawk Cost per Month	R3,200.00
Sales Increase due to QHawk	10%
Gross Profit Margin	40%

Increase in Profit and ROI

Increase in Sales due to Solution	R70,000.00
Increase in Gross Profit	R28,000
ROI	8.75X per month
Hardware Cost Recovery Time	Approximately 1 month

About Us

Hawktivity specialises in using AI to improve productivity and customer service in the QSR and manufacturing industries. Our team of experts in AI and computer vision can help you measure the activities of your customers and workforce.

Interested in transforming your QSR operations with QHawk?

Get in touch for a free consultation and demo.

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