

I AM NCR STICKY MEDIA™

An NCR case study



The customer

The world's leading foodservice retailer has more than 31,000 local restaurants serving more than 58 million people in 118 countries each day. More than 75% of restaurants worldwide are owned and operated by independent local men and women. The world's leading QSR has an excellent working relationship with NCR and the global account representative.

Current situation

In order to identify custom grill orders (specials), the world's largest QSR was using a round label attached to the paper grill slip which then adhered to boxes and wraps. Paper and labels were provided to stores through the DC's. This two step process increased basic consumable spend, the cost of the round label being added to the cost of the paper (supplied by NCR). Further cost related to operational inefficiency was generated due to the fact that the preparation person's gloves stuck to the round label.

Placement of the round label and the receipt led to the inability to see the grill order while the product was on the preparation table because it was completely underneath the sandwich, a problem only partially resolved by the staff having access to review monitors for the orders.

Finally, waste accumulated from the round label due to the liner being discarded.

In order to identify custom beverage orders, the world's largest QSR was using sharpie markers and marking the coffee cups with the customer's selection. Often they would lose or misplace the sharpie markers. When sharpies were not available, cups did not get marked at all and customers' orders were sometimes inaccurate.

The challenge

The world's largest QSR wanted to increase speed and accuracy while maintaining or decreasing the cost. They had no desire to increase maintenance to the printer or change the printer footprint. What's more, NCR's proposed solution took over 3 years to develop and required a significant investment on NCR's behalf. It also required significant testing by the printer vendor, Transact, and extensive testing by the QSR in both their lab and in live stores. NCR had to create a strong enough business case to convince each owner/operator of the value of the solution. This was not a mandatory solution that each store had to commit to; each owner/operator chose whether or not to implement this solution in their operation. It was also quite a challenge that the owner/operators often compare NCR Sticky Media to a paper roll from a cost perspective without considering all of the added benefits.

The solution

NCR proposed to develop a unique one step solution in the form of a new linerless thermal receipt: NCR Sticky Media. The first solution was an 80mm X 270' NCR Sticky Media roll to be used to identify the special requirements of sandwich orders (such as no ketchup, extra pickles, etc.). Size was determined to be consistent with their current receipt paper and grill application. The second solution was a 40mm X 270' NCR Sticky Media roll to be used to identify the special requirements (such as no whipped cream, extra chocolate, etc) on drink cups including all specialty coffees and smoothies. Size was chosen to best fit on the drink cups. These solutions enhance the ability of staff to ensure order accuracy in addition to orders being listed on monitors. It also allows consumers to know that they are getting the correct item and distinguishes their particular order.

The result

The cost of each transaction has been reduced due to faster, more accurate order fulfilment which in turn has provoked higher customer satisfaction. The two piece, grill slip and label, has been replaced by our NCR Sticky Media solution. Information prints out on the NCR Sticky Media allowing the preparation person to grab the label and place it on the box or wrap in one motion.

The gloves no longer get stuck when placing the Sticky Media on the wrapper or box as one side has no adhesive. Our solution has reduced the transfer of two pieces to one piece. We now have implemented the "Sticky Grill" solution in over 51% of the US stores.

The new NCR Sticky Media solution for beverage prints is now replacing Sharpie markers. Information prints out on the NCR Sticky Media allowing the preparation person to grab the NCR Sticky Media and place it directly on the cup. This new solution saves time, money and has had a significant impact on increasing customer satisfaction. What better way to drive business than to increase customer satisfaction! We now have implemented the "Sticky Beverage" solution in over 70% of the US stores that are enabled for the beverage solution. NCR Sticky Media is a proven solution ready to implement for other QSRs.

Key highlights

- **Market:** The world's leading foodservice retailer with more than 31,000 local restaurants serving more than 58 million people in 118 countries each day.
- **Challenge:** Increase speed and accuracy while maintaining or decreasing the cost.
- **Solution:** NCR Sticky Media Solution (80mm x 270' - Ithaca 8000) to fit the requirements of the customer's Sticky Grill application (special orders on boxes and wraps). NCR Sticky Media solution (40mm x 270' - Ithaca 8040) to fit the requirements of the customer's Sticky Beverage application (special orders on cups)
- **Results:** Now installed at 51% of customer stores for the Sticky Grill application and 70% of customer stores for the Sticky Beverage application.



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