



celestra

KFC Kiosks

★ Services provided

 Project Management	 Installation	 Kiosks	 Configuration	 Warehousing and Logistics	 Shop Fitting
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★ Project highlights

 Power & data installation	 1000+ Kiosks	 No disruption to trading hours	 800 Stores	 Drives upsell of products	 9,600 KFC drumsticks eaten by our engineers
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★ The project

What was the problem

KFC wanted to introduce kiosks in order to reduce queue wait times but also upsell products. With the fast food industry turning towards kiosk ordering over traditional counter service, KFC wanted to introduce kiosks into the whole KFC estate including franchisees. Celestra were chosen to work in partnership with Acrelec to deliver the project.



Prior to installation

Celestra's role was to deliver the project end to end. Prior to the install, we would conduct a survey of every store, ensuring it has all the correct infrastructure needed. This meant establishing a suitable kiosk location and angle, making sure this met health and safety standards. We had a dedicated team to coordinate and manage the project. The surveys would be reviewed, any concerns surrounding facility works would be fixed prior to the installation.



The installation

The Acrelec kiosks are delivered and stored safely in the Celestra warehouse. They are then configured by our technical services team, ready to go to site. The correct resource would be allocated for each site; kiosk team, shop fitters and cablers. The team work to a tight schedule. The engineers get to site at 4:45am ready for kiosk delivery at 5am and complete the installation before store opens at 10/11am.



How did KFC benefit?

KFC benefit as there are no disruption to their trading hours and so introducing kiosks doesn't affect the ability for them to make sales. As well as causing no disruption the introduction of kiosks resulted in increased sales, with upsells becoming much more tempting to the customer. This improves the experience for the consumer as it creates an ease of ordering, reducing the wait times due to transactions being able to be completed quicker.



Why KFC chose Celestra

Celestra were chosen to complete this project due to being the trusted IT service delivery partner for KFC, having delivered successful projects for them previously. We have also been awarded KFC Technology Partner of the year twice! Our can-do attitude means KFC could trust our team to deliver the project to a high standard, following the process through from beginning to end.