

Leading Global Pizza Chain Implements 3M™ MicroTouch™ Displays for Food Service Ordering

The Application

Quick-service Restaurants (QSR) are continuously trying to maintain high levels of customer satisfaction to keep existing customers loyal and to attract new customers. One well known way to keep the customer satisfaction level high is to minimize the amount of time it takes a customer to place an order. Several factors that support minimization of order processing time are to have a robust touch solution that can work in a fast-paced, high-volume transactional environment and to have properly trained personnel to staff the point-of-sale solutions. QSR's expect their touchscreen point-of-sale hardware to provide a robust, reliable interface that can withstand the rigor of a high-volume transactional environment, as well as provide an intuitive user interface that makes it easy to quickly train new personnel.

The Problem

A leading global pizza chain installed a 4-wire resistive touchscreen point-of-sale hardware solution for their Australian and New Zealand QSR's, but over time experienced high touchscreen failure rates that impacted their order processing. This led to long wait times in person and on the phone for customers and resulted in a decrease in overall customer satisfaction. In addition, the LCD display used in the touch system had been discontinued and was no longer available for additional system roll outs or for service repairs. This convergence of events forced this company to revisit their point-of-sale solutions and consider a more robust touch technology solution.

The Solution

Reliability of the touchscreen display is a very important consideration in this high-volume transactional environment and 3M's all-glass, single-layer surface capacitive technology provides the surface durability and contaminant-free operation that this environment required. Unlike 4-wire resistive touchscreens, where typically a polyester top layer is depressed (flexed) to make contact a rigid bottom layer, 3M surface capacitive technology does not have any moving parts to fatigue over time and affect touch response, allowing 3M to provide a 3-year, unlimited touches warranty.



The customer decided to standardize on 3M Surface Capacitive, and then needed a fully integrated solution. This company evaluated the 15-inch 3M MicroTouch Display M1500SS desktop and 3M MicroTouch Display C1500SS chassis solutions. Since this project was a retrofit of a point-of-sale solution in an existing counter top application, space was at a premium. The QSR's counter configuration consisted of five side-by-side displays, plus telephones and keyboards for delivery address entry. 3M's C1500SS chassis provided the compact form factor needed to maintain the necessary number of point-of-sale terminals on the counter top, without impacting the work space. The company's display integrator attached



3M MicroTouch Display C1500SS

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Figure 1: Example of the 3M MicroTouch Display C1500SS chassis VESA-mounted to a stand.

a compact stand to the chassis's standard 75mm VESA pattern to help maintain the small footprint and aid in employee ergonomics. [see figure 1].

Since the point-of-sale ordering system was in close proximity to the food processing stations, there was a concern that food preparation contaminants, such as flour and liquids, would make the displays inoperable if the contaminants found their way between the bezel and the touchscreen opening. This possibility was averted by the C1500SS's "closed cell foam" gasket between the bezel and the touch screen. The perimeter seal of the C1500SS has multiple bezel attach points with 7 inch pounds of torque each. This keeps the perimeter seal even and secure over time and prohibits contaminants from entering the display. The level of protection from flour and liquids exceeded the customers expectation and provided them with added assurance the display would remain operable in these conditions.

The Result

This leading global pizza chain decided on a pilot program that featured the 3M MicroTouch Display C1500SS chassis in several stores. The successful pilot store roll out of the C1500SS chassis solution with 3M surface capacitive touch technology has led to a wider point of sale system roll out to all their Australian and New Zealand QSR locations to replace the existing 4-wire resistive touchscreen systems.

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