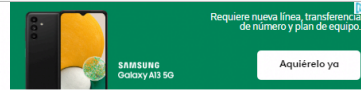


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This Popular Burger Chain Is Rolling Out a New Way to Place an Order—and Customers Love It

The tech upgrade has been better for business and for customer satisfaction.



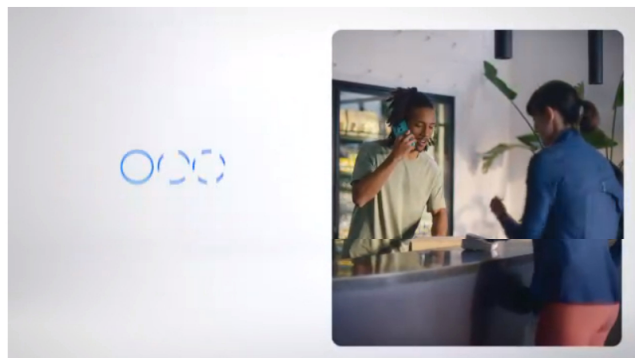
By Danielle Braff / Published on June 30, 2022 | 11:05 AM



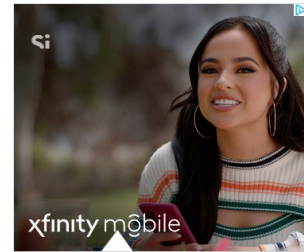
BurgerFi / Facebook

If you've ever felt impatient while ordering at a much-too-popular fast-casual restaurant, then you'll be pleased with this beloved burger chain's new technology. Need more time to browse the menu? Hate the long line at the cash register? All these problems can be solved with new technology that's as easy to implement as it is to use.

BurgerFi, the Florida-based chain with 124 units and famous for Angus beef burgers and fresh-cut fries, is rolling out self-service kiosks at a number of its corporate-owned locations. The kiosks, which are made by Samsung and powered by GRUBBRR, were first tested at a handful of locations last year, and with tremendous results for both the company and the customers.



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The technology offers customers more time to browse the entire menu (no more, "Burger, fries, and a drink,"), which has so far led to ticket sizes that are 18.5% higher than those placed at the register, according to [Restaurant Business](#). About half the customers ordering via the kiosks are opting for automated upsells such as drinks, fries, and shakes—and about 75% of the locations' transactions now come through the kiosks.

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Those kiosks aren't the only innovation that BurgerFi is envisioning, however. The chain is testing several pieces of advanced technology, such as robot servers, [in-car ordering](#) with 5G vehicles, QR-enabled ordering, and more.

"I think BurgerFi has shown in the past that we're willing to look down the road for what we believe is coming our way, and be an early adopter of some of this technology," Patrick Renna, BurgerFi's president told [QSR Magazine](#).

The cashiers who were once manning the front of the restaurants have now been reallocated to the dining room, where they can help customers with drink refills and other issues—leading to higher customer satisfaction. Interestingly, customers using the kiosks are still tipping—up to the second decimal point—exactly the same as they would for in-person cashiers.

The chain isn't the first to install kiosks. McDonald's started in 2018, and other chains followed, especially when pandemic hiring was at its peak. Don't expect this trend to disappear any time soon.

Danielle Braff

Danielle Braff is a freelance writer based in Chicago. [Read more about Danielle](#)

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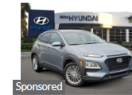
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