



CASE STUDY

HOSPITALITY ORDERING SOLUTIONS

Embassy Suites Hotels by Hilton is a chain of upscale all-suite hotels trademarked by Hilton Worldwide. As of 2020, there are 257 locations in five countries and territories. Similar to other Hilton brands, 212 Embassy Suites hotels are independently owned and operated by franchisees, while 45 locations are managed by corporate.

Embassy Suites is making waves for its innovative use of the Samsung kiosk powered by GRUBBRR at their famous omelet breakfast station. In this case study, we explore the challenges facing hotels like Embassy Suites, and how the kiosk works to alleviate these challenges.



EMBASSY SUITES
HOTELS®

Case Study

GRUBBRR & SAMSUNG KIOSKS OPTIMIZE EMBASSY SUITES OMELET STATION

THE PROBLEM

November 2021 saw the beginning of the labor shortage when 4.5 million Americans quit their jobs; 1 million of them hospitality workers. According to the U.S. Bureau of Labor Statistics, 1 in 16 leisure and hospitality workers in the US — 6.4% of the industry's workforce — have left the industry. Among the 1.6 million jobs yet to recover, 1.5 million are in leisure and hospitality, according to the U.S. Travel Association.

For hotels like Embassy Suites, this means that finding staff to operate their omelet station has been difficult if not impossible. Before, one employee was responsible for taking orders by hand, preparing the order, and delivering the food to the customer. However, this often caused long lines for customers and great stress for employees.

THE SOLUTION

Implementing the Samsung kiosk powered by GRUBBRR at the omelet station has completely transformed the way that customers order at Embassy Suites. Instead of waiting in line to place their order verbally, customers now have the ability to place their order immediately at the kiosk without having to wait in line.

According to franchise operator Joseph Steiskal, "Customers enjoy the intuitive, easy-to-use interface and photos. Using the kiosk, customers can take their time and explore all options free of judgment. Orders are always accurate because the customer input it themselves, and the process is quick, seamless, and efficient."

Before, the omelet station was fulfilling around 40 orders per day. Now, 100% of orders are placed at the kiosk and, according to Steiskal, "We used to hand write the tickets and now the ordering is done using the kiosk which guests seem to enjoy. The cooks are still guest-facing so they can interact with the guests, but eliminating the need to stop and grab a pad of paper to take an order makes us so much more efficient. We are able to do over 100 orders during our busiest days so every guest can enjoy a signature omelet."



100% OMELET ORDERS
PLACED ON KIOSK

RESULTS

In other words, the Samsung kiosk powered by GRUBBRR has not only improved the customer ordering experience at Embassy Suites, but also increased throughput by more than double.

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Joseph Steiskal
Franchise Operator

Together, the GRUBBRR and Embassy Suites teams worked to develop a project plan, including a curated customer journey and operational process, to optimize efficiency and automate the omelet station. The teams met weekly to monitor successes and challenges and ensure Embassy Suites had a phenomenal experience implementing the kiosks. GRUBBRR created an optimized solution designed to create operational efficiency, reduce the dependency on labor, and give customers a better experience.

The Samsung Kiosk powered by GRUBBRR comes fully equipped with a high-resolution touch display, speaker, printer, scanner, and payment solution and performs all of the functions of a cashier for a fraction of the price. Kiosks always show up, don't call in sick, and are ready to work 24/7/365. Replacing order-taking positions with the Samsung Kiosk powered by GRUBBRR can move that staffer to the production line or other areas, increasing throughput and improving the customer experience.

GRUBBRR's robust reporting features enable Embassy Suites to access aggregate sales reports to view their most popular items and the number of items they sell each day. Steiskal enjoys, “the easy navigation, the ability to use our own custom images and branding, and the integration to the kitchen printer to standardize prep layout.”



In sum, GRUBBRR has helped save Embassy Suites time and money by allowing them to run their operations more efficiently with one less full-time employee, all while more than doubling throughput and eliminating bottlenecks. By automating routine tasks, hotels can reallocate employees to more useful functions of the business, and save on their bottom line.

When asked if he would recommend GRUBBRR to other hotels, Steiskal's answer is a resounding “Yes. Between the easy ordering and implementation and the helpful collaboration with the GRUBBRR team, I can confidently say that we have had a great experience. The check-ins from the service team and the demo on how to use the system were great, and the fact we were able to essentially customize the kiosk has made it fit perfectly for our operation.”

Learn how GRUBBRR's self-ordering solutions can help streamline operations and improve the customer experience.

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