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GRUBBRR, the leading innovator of self-ordering technologies, has just announced the expansion of an exclusive partnership with The Chicken Shack as the chain aggressively expands throughout North America. Designed to maximize profit, improve restaurant efficiency and increase customer satisfaction, GRUBBRR's self-ordering technology has proven pivotal in the explosive expansion of The Chicken Shack.

"The Chicken Shack has had amazing success partnering with GRUBBRR," Chicken Shack franchisor, Jonathan Vitt said. "Our locations immediately cut labor costs, increased revenue and streamlined workflow, and the experience is far better for our customers, all thanks to GRUBBRR's ecosystem of solutions."

Recent economic struggles, including the current labor shortage and recent minimum wage hike have all hurt the profit margins of the restaurant industry. Nevertheless, GRUBBRR's technology provides seamless solutions to these economic problems through cost-efficient, self-ordering kiosks.

Damon Miller, franchise owner for all of California, credits GRUBBRR's revolutionary self-ordering ecosystem for the restaurant's rapid growth in both locations and revenue. "I can say with complete confidence that GRUBBRR technology was the single most important factor in the explosive expansion of The Chicken Shack. GRUBBRR's solutions have given us the platform for success, streamlining our efficiency and cutting labor costs. Our continued partnership is critical as The Chicken Shack continues to innovate within the restaurant industry."

GRUBBRR's contactless ordering solutions, including self-ordering kiosks and QR codes, work to benefit both restaurants and customers. Kiosks and digital menus increase revenue through upselling items, decreasing order error and minimizing labor costs. GRUBBRR's self-ordering technology is both consistent and reliable in providing excellent service, and improves the customer experience by allowing for personalization, privacy, and accuracy while ordering.

Nicholas Vitt, co-franchisor of The Chicken Shack, commends GRUBBRR for its critical role in the restaurant chain's continued success. "Customers have really taken to the kiosks well. We're spending less on labor, which really helps with our bottom line, and our service has never been faster than it is now. When we implemented GRUBBRR, we immediately benefitted from the smart upsell technology that boosted our average ticket size by 40%."

As both GRUBBRR and The Chicken Shack continue to experience unprecedented growth, it is clear that GRUBBRR's mission of utilizing technology to maximize efficiency and customer satisfaction is crucial to the future of restaurant success. See more about GRUBBRR [here](#).

"The Chicken Shack has been an innovator and adaptor of self-ordering technology since the chain's early days, making them a perfect partner for us," said GRUBBRR CEO, Sam Zietz. "They are pioneers in the restaurant industry as we usher in this age of contactless, self-ordering technologies. Their success utilizing GRUBBRR is further proof that restaurants using the self-ordering technologies we provide have the greatest competitive advantage moving forward. We are looking forward to witnessing The Chicken Shack's accomplishments in the future."

About GRUBBRR

Headquartered in Boca Raton, Florida, GRUBBRR is a leading global commerce automation company at the forefront of self-ordering technologies. GRUBBRR's award-winning eco-system, including kiosks, mobile ordering, contactless smart lockers and more, are proven to help businesses maximize revenue, decrease labor costs, and increase operational efficiency while improving the consumer experience. GRUBBRR's solutions are adaptable and beneficial to a multitude of businesses, and power both enterprise-level and small and medium businesses across verticals such as quick-service restaurants, fast casual restaurants, stadiums, movie theatres, casinos, micro-markets, retail, and more. To learn more about GRUBBRR and its products, visit <https://gubrr.com/>

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