



TASTY SOLUTION

Touchscreen kiosks help Hardee's improve the customer experience, speed ordering, and drive new sales

QUICK & EASY ORDERING =



CHALLENGE

Enhance the customer experience, boost sales, and meet changing preferences at its quick-service restaurants



STRATEGY

Give customers quick touchscreen ordering and employees access to a wide range of apps on one versatile device



SOLUTION

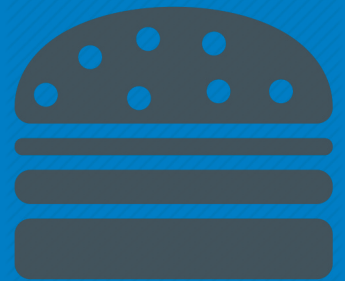
Customer kiosks with Dell OptiPlex 3030 all-in-one PCs based on Intel Core i5 vPro processors and Windows* Pro 8.1



RESULTS

Faster, easier ordering leads to quicker service, bigger orders, and better customer satisfaction—and lets Hardee's serve more customers per day

MORE CUSTOMERS SERVED



"Using systems based on Intel® Core™ i5 vPro™

processors gives us the performance we need to show enticing, animated images of our products and support a responsive, interactive customer experience while helping us control the overall kiosk costs."

—Tom Lindblom
Chief Technology Officer
CKE Restaurants

