

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 quickservice restaurants



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



STRATEGY

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



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

Copyright © 2015 Intel Corporation. All rights reserved. Intel, the Intel logo, Core, and vPro are trademarks of Intel Corporation in the U.S. and other countries. For more complete information about performance and benchmark results, visit www.intel.com/benchmarks.

*Other names and brands may be claimed as the property of others. 0615/SS

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

