



# Revolutionizing the guest experience for a beloved QSR

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An established, premier QSR brand with 2,600 locations was on a mission to provide unmatched service to their loyal guests.

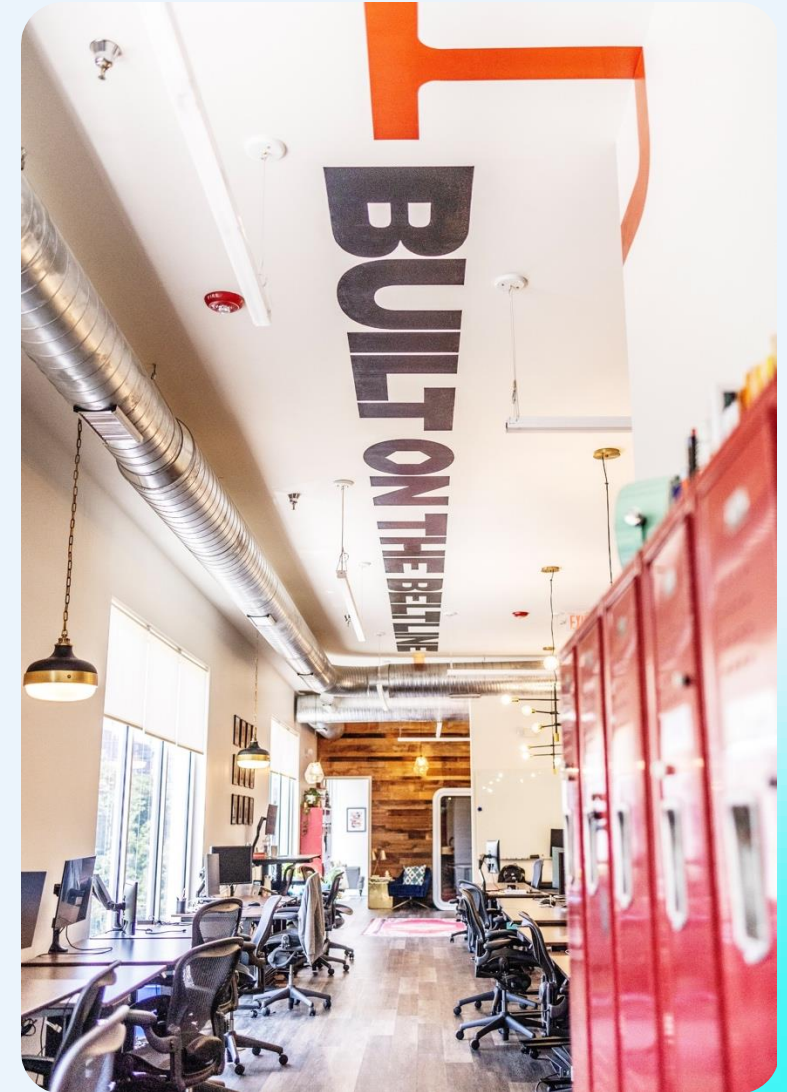
This is how we did it.

## Setting the Stage

# We turn complex digital challenges into sustained success.

Stable Kernel is a leading end-to-end digital transformation company empowering innovative large-scale enterprises through expertise in customer insights, Data & AI, and software engineering.

Every day, millions of people rely on software and insights developed by Stable Kernel. With specialization in data architecture, AI integration and Agentic AI, and advanced analytics, Stable Kernel collaborates with businesses to unlock their potential and drive growth through transformative technology.



## The Challenge

# An opportunity appeared

At its core, the task from the QSR brand was to improve customer experience, or “CX,” as it relates to how guests place orders.

The two areas of focus were order delivery and digital ordering. Even though this brand has instituted dual drive-through lanes and reduced indoor dining accommodations, the astronomical demand for drive-through ordering was causing pressure points.

There was also the increasing desire for guests to have more than one way of placing orders, whether it was in-person, through the drive-through, or being delivered. We had to find a way to solve both of these problems.



## The Solution

# Capitalize on trends & demand

- ✓ After analyzing the pain points, we determined that the best way to solve these challenges was to look at their mobile app and online ordering system.
- ✓ The brand had invested in their own fleet of delivery vehicles, eliminating the reliance on third-party delivery companies. This meant additional integration could optimize the delivery process.
- ✓ The mobile app existed on a coding language that wasn't ideal for modern CX. So, we looked to migrate the online ordering system to a more CX friendly code base.



## The Process

# Something new, Something improved

We worked alongside the brand to create a new internal delivery system that provided automation, which streamlined the process of delivery drivers being dispatched to complete deliveries. This system batched delivery orders and anticipated peak delivery times, resulting in more efficient staffing decisions.

The second focus would require an overhaul of the current digital ordering system and how in-person, drive-through, and delivery orders were managed. The brand wanted to reduce cart abandonment and improve CX for all online orders, whether it was lunch for a family of three or catering for a family reunion.





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# Never before seen CX

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## The Results

Through the adoption of a new system and overhaul of an existing app, we were able to surpass the goals laid out by our client.

Our internal delivery system increased delivery speeds and ensured more desirable food temperatures for guests. This new, streamlined and automated management system helped increase revenue significantly.

The overhauled online ordering software led to a dramatic increase in online orders in the first week. The average online order increased based on recommendations for adding or upsizing orders.

They also saw millions in value generated in catering, a sizeable revenue increase.

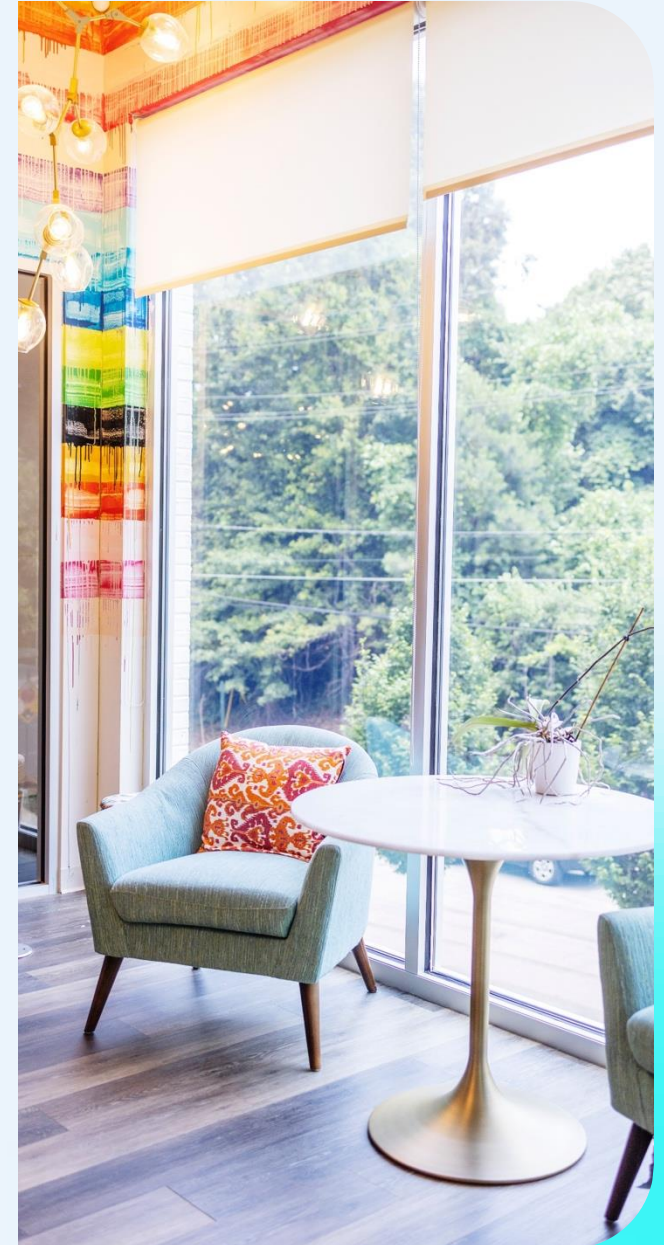


## Successes

# A story of adopting & enhancing

Our partnership with this premier QSR brand resulted in a revolutionized guest experience. We were able to change the way their guests interact with them on a daily basis and create explosive and sustained growth.

Their journey is a testament to what's possible when innovative minds and technology converge. Imagine what Stable Kernel can do for you.





## Empowering foodservice leaders to:

- ✓ **Maximize Revenue**
- ✓ **Drive Traffic**
- ✓ **Optimize and Monetize First-party Data**

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- ✓ **Proven Expertise**

Optimize operational processes to deliver superior products and services.

- ✓ **End-to-End Scalable Solutions**

Tailored to meet the complex needs of enterprise-level organizations.

- ✓ **A Trusted Partner**

Over a decade of measurable success in creating impactful and sustainable solutions.







# Thank You

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