



HME's Drive-Thru Optimization System (DTOS)

Deployed at McDonald's Restaurants, Leads to Increased Transactions and Faster Speed of Service

McDonald's commitment to its customers is reflected in their diligence to always provide quality service. Even as the quick-service industry changes through the years, McDonald's never fails to make service the cornerstone of its business. Their commitment to quality, service and value leads them to partner with companies that provide the best technology in the industry and share their values and vision. HME, a trusted partner for over 40 years, supplies McDonald's restaurants with industry-leading technology solutions for their drive-thrus and dining areas. HME's DTOS, which consists of the ZOOM® Drive-Thru Timer, Drive-Thru Leaderboard™, and HME CLOUD® Enterprise Management, is the latest innovation tested by McDonald's and proven to be key in an industry flooded with more competition than ever before.

To learn more about the complete
HME Drive-Thru Optimization System
or any HME products

VISIT US AT [HME.COM](https://www.hme.com)

HME®

HME's DTOS provides your crew, managers, and supervisors the information needed to drive sales and increase car counts



ZOOM®
DRIVE-THRU
TIMER

Multi-color dashboard display that shows real-time drive-thru service times and key performance indicators. ZOOM makes it easy for managers to diagnose and fix issues, track car counts and pace of service.



HME
DRIVE-THRU
LEADERBOARD™

Provides real-time ranking of all your locations to fuel competition and motivates employees to improve speed of service.



HME CLOUD®
REMOTE ENTERPRISE
MANAGEMENT

Access detailed drive-thru speed of service reports, live restaurant ranking, configurable settings, and software upgrades at anytime from anywhere.



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HME Drive-Thru Optimization System



ZOOM Drive-Thru Timer, HME Drive-Thru Leaderboard, and HME CLOUD Enterprise Management.

HME Works with Local Co-Op to Prove That DTOS Can Enhance Accuracy, Friendliness, and Speed

As a premier partner committed to helping McDonald's reach success through drive-thru optimization, HME enthusiastically collaborated with Mark Klinker, Manager of US Operations-Ops Solutions. Together, Klinker and HME set out to test DTOS with a local 90-store co-op in Louisville, KY. Their goal was to evaluate the effect of the HME solution on transaction counts, service times, and drive-thru satisfaction as measured by VOICE results. Half of the stores involved in this 12-week test were fully equipped with HME's DTOS, while the control group, comprised of the remaining stores, did not use any drive-thru service enhancing equipment.

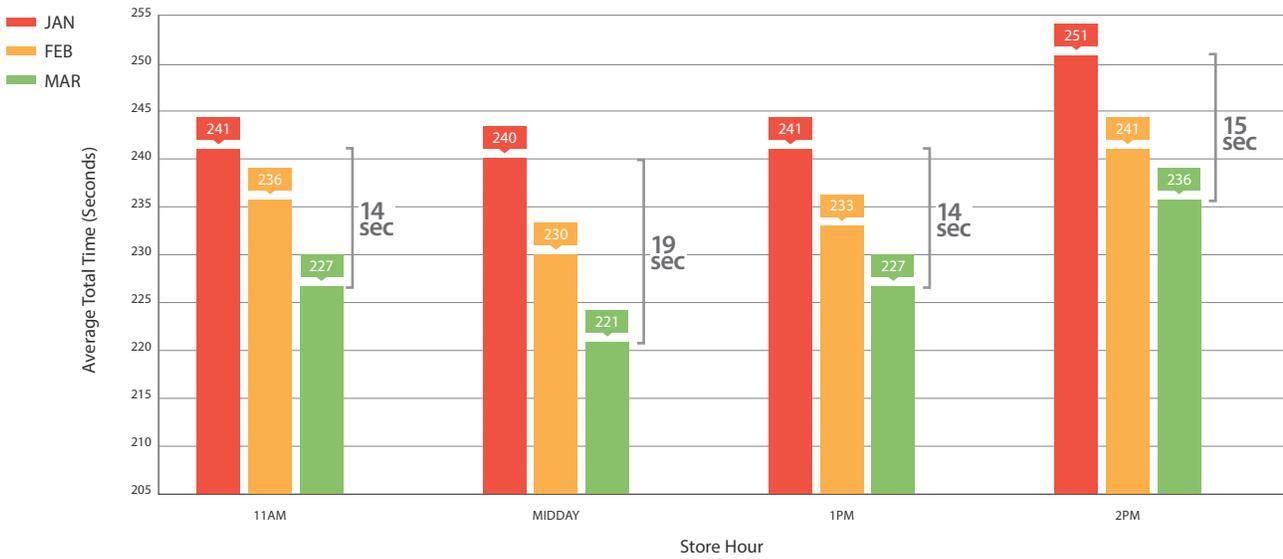
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®

Speed Results with HME Drive-Thru Optimization System



Stores equipped with DTOS reduced average service times by 15 seconds during peak hours, resulting in 10-14 additional transactions per day.

An Average of 15 Seconds Faster During Peak Hours, 10-14 Additional Transactions Per Day

By the end of the test period, the stores equipped with DTOS averaged service times that were 15 seconds faster during peak hours. To a business that wants to amaze customers with gold standard QSC&V, being 15 seconds faster on average is indeed gold. Faster service is proven to increase capacity and ultimately profitability. Because of faster service times, overall transaction counts showed an increase of 10 to 14 transactions per day over the control group in the same time period—that’s an ROI as fast as 169 days for restaurants on the higher end of the transaction range. “Anytime you can get ROI in less than a year’s time, it’s a very good investment,” says Klinker.



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Improved VOICE Results with HME's Drive-Thru Optimization System



Stores equipped with DTOS recorded an improvement of +1.9 in overall satisfaction over the control group.

Faster Service Parallels an Increase in Overall Drive-Thru Satisfaction

Though speed is a key element in drive-thru service, it's not the only metric that contributes to drive-thru success. The test in Louisville also measured order accuracy, friendliness, and customer satisfaction during the split test. The group equipped with DTOS experienced greater improvement in VOICE results over the control group: +1.2 in order accuracy, +3.1 in friendliness, and +1.9 in overall satisfaction. Owner Operators using the HME optimization solution credit the improvement in order accuracy to crew members no longer serving off orders early. With DTOS, this tendency is no longer possible, which means the crew can double-check orders for greater accuracy. In order to be the drive-thru that always gets it right, order accuracy and friendliness must be promoted with as much importance as speed of service. That's why incorporating technology that increases transactions and promotes accuracy and friendliness is an easy financial decision for any Owner Operator.



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“This new system really puts the fun back into the service side,” said Bromley. “I see a lot of team spirit that came from the employees themselves rather than a mandate from managers.”

“We never needed to implement a formal contest—the friendly competition just evolved organically between the stores right from the start,” Bromley remarks. “The employees were the ones leading the charge.”

A Director of Operations’ Testimonial to Drive-Thru Leaderboard, a Key Factor in HME’s DTOS

Terry Bromley, Director of Operations for McManga Foods in Southern California, enthusiastically deployed DTOS in his restaurants, expecting faster service times. After experiencing improved speed of service with the ZOOM drive-thru timer, the clear next step for a fully optimized drive-thru was to add Leaderboard. After just one month, McManga Foods experienced a ten percent increase in drive-thru transactions and sales. And perhaps most remarkable of all, was the renewed sense of teamwork within his crew that simultaneously resulted in faster speed of service.

Drive-Thru Leaderboard displays store rankings from top performing to underperforming so at quick glance crewmembers can see how their restaurant ranks against others in their organization. By comparing performance across multiple stores, Leaderboard motivates crews to improve drive-thru service and reach the top.

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HM Electronics, Inc.
 14110 Stowe Drive
 Poway, CA 92064
 USA
 www.hme.com
 Tel: (800) 848.4468
 Fax: (858) 552.0139



About HME

HME was the first to introduce the wireless drive-thru headset system to the QSR industry. Today we lead the industry in the number of worldwide QSR communication and timer system installations. Each day quick-service restaurants take over 25-million orders using our systems. HME provides communication solutions for the QSR drive-thru and dining areas, including wireless and cabled communication and drive-thru optimization systems, table location systems, service and support.



**Scan to visit our website or call toll-free (800) 848-4468
 or your local authorized HME dealer for more information.**