

Taco Bell

Digital Menu Boards Improve Customer Service and Enhance Performance at Taco Bell

Kout Food Group (KFG), a Kuwaiti Closed Shareholding Company, represents leading fast food franchise brands, including Taco Bell, Burger King, Pizza Hut, Applebee's, Kababji and Burj Al Hamaam, Scoop A Cone and Ayyame, in Kuwait and other countries across the Middle East.

With the steady growth in operations and evolving preferences of customers, KFG realized that static menu boards would not be as efficient and effective as desired in delivering regularly changing menu information to customers. With its wide variety of food items and the need to constantly update promotional messages, Taco Bell required menu boards that could be quickly and easily updated as often as needed, and a system solution that would be cost-effective in terms of operation and hardware/software deployment.

Instant Updates of Menus and Promotions

KFG worked with Advanced Interactive Media Solutions (AIMS), a Certified Scala Partner, to develop and deploy digital menu boards at the latest location of Taco Bell in the Shaab area of Kuwait. Installations in more branches in Kuwait are currently under way as well. The objective was to be able to instantly update menus and related promotions using high-definition images and text.

"Interactive digital signage solutions provide a truly engaging and meaningful platform for business enterprises to communicate with their target audiences, delivering even greater value proposition for their products and further boosting their revenue potential," said Ahmed El Ridi, CEO of Advanced Interactive Media Solutions, United Arab Emirates. "We are now witnessing a growing number of companies realizing strong ROI with digital signage solutions, creating new and exciting possibilities for business growth and innovation. AIMS is therefore pleased to provide specialized services that help business organizations in the GCC take full advantage of the power of interactive digital signage solutions."

AIMS installed a solution using the reliable and flexible Scala 5 software platform running on four 42-inch NEC industrial LCD screens. The screens were placed alongside each other and two MediaVue players, allowing creation



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of different sets of content. The displays were set up horizontally, similar to the way traditional menu boards are usually placed.

Using the Scala platform, KFG is able to take advantage of displaying two independent streams of content from one PC, resulting in efficient software utilization and reduction of hardware costs by 50 percent without any effect on the final performance of the system.

AIMS provided KFG's IT personnel with necessary Scala training to manage the software from start-up to shutdown. With the Scala Players installed, KFG is now able to manage and control the display content using Scala Content Manager, enabling quick and easy updates as often as needed to schedule offerings based on time of day, special event, occasion and season.

Customer Benefits of Centrally Managed System

The new digital menu boards have significantly enhanced the customer-friendly environment at the Taco Bell branch while eliminating costs associated with the printing and shipping of traditional menu boards. Moreover, with the ability to remotely update and monitor content from an off-site location, KFG benefits through better coordination and control over the entire system.

"The newly installed digital menu boards will be providing us with a dynamic and interactive representation of our products at Taco Bell. The new age of marketing is now Digital and these menu boards will allow us to capitalize on various cutting-edge aspects that are not possible with traditional print menu boards. We believe that the latest innovations will surely stand out against competition," said Tarek S. Saeb, Marketing Manager for Taco Bell, Kuwait. "Most importantly, we are a customer service oriented organization, and we are confident that the application of these menu boards will positively add to the overall customer experience at our restaurants."

Moving forward, Taco Bell plans to evaluate the impact of the new digital menu solution on product sales and customer experience.

About Advanced Interactive Media Solutions (AIMS)

Advanced Interactive Media Solutions (AIMS) is the GCC market leader in Interactive Digital Campaign creation and management, taking a client's message from concept, through design, deployment and monitoring. AIMS taps the power of interactive, temporary, standalone Digital Signage Solutions to deliver to advertisers and agencies in the Middle East the most compelling and effective tailor-made campaigns for their target audience. AIMS offers customers the unique proposition of immediate ROI and their full satisfaction by supplementing its advanced solution of content creation and management, email and social networking, interactive displays (Augmented



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Reality, 3D Projection Mapping), mobile applications (QR Coding, iPhone & Android applications), and telecom technologies (Bluetooth, 3G, wifi) with a state-of-the-art audience measurement solutions.

About Kout Food Group

Kout Food Group, a subsidiary of Al Homaizi Food Stuff Co., was established in 1998 as a Kuwaiti Closed Shareholding Company and is now present across the GCC and the United Kingdom. The company provides a full range of hospitality, catering and restaurant management services. Kout Food Group is the franchisee of Taco Bell, Burger King, Pizza Hut, Applebee's, Kababji and Burj Al Hamaam in Kuwait and has also developed innovative locally inspired concepts such as Scoop a Cone and Ayyame as well as a manufacturing facility, Fresh Productions.

About Scala

Driving more than 500,000 screens worldwide, Scala is a leading global provider of digital signage and advertising management solutions. Scala is the world's first connected signage company, offering the leading platforms for content creation, management and distribution in digital signage networks and the first unified platform for advertising management of both traditional and digital signage networks. The company's digital signage customers include Rabobank, IKEA, Burger King, T-Mobile, Virgin MegaStore, Warner Brothers, The Life Channel, Rikstoto, Repsol, NorgesGruppen, Audi, ECE Flatmedia, Kaufhof (Metro Group) and thousands more. Advertising management customers include CBS Outdoor, Clear Channel Outdoor and Newad, among others. Scala is headquartered near Philadelphia, USA, and has subsidiaries in Canada, The Netherlands, France, Norway, Germany, Japan and India, as well as more than 500 partners in more than 90 countries. More information is available at www.scala.com.

