



McALISTER'S DELI

Menu Board Pilot Proves Digital Signage is Recipe to Success

CHALLENGE

- Difficulty featuring real-time specials and location-specific info
- Expense in time and resources to update 4-walls content
- Diminishing entertainment value with background music alone

SOLUTION

Develop and deploy digital entertainment and menu display system across select locations to bolster entertainment value, streamline operations, increase top-line sales and improve margins

APPROACH

- Transition static, text-only menu boards to large digital displays that feature product images for a growing list of offerings
- Enable store manager access to update digital display content based on inventory levels through the use of a mobile device
- Feature store-specific specials/promotions in real-time to increase product trial and average ticket sales
- Develop branded "Delivision" infotainment that features local social media integration, trivia gaming and RSS feeds for news, health, weather and sports

OUTCOMES

4/28

PILOT STORES TO 2YR SYSTEM ROLLOUT

+27%

AVG. TICKET PER STORE/PER WEEK

+25%

YOY "SPECIAL OFFER" REDEMPTIONS

-55%

MENU BOARD UPDATE COST

-400%

ANNUAL INVENTORY PRODUCT WASTE

+4%

ANNUAL SALES INCREASE