



## BACKGROUND AND PROBLEM

McDonald’s Franchisees, Mike and Michelle Clark, own and operate 8 locations in Central New Jersey since 1989. Their two sons, Johnny and Brian, are working alongside their parents to become approved franchisees.

The Clarks, along with his Director of Operations Michelle Andreano, have history of building sales, guest counts and profits year over year. With the recent pandemic, in 2020 many businesses were forced to close. The Clark’s restaurants chose to stay open with Drive-Thru only due to the Covid restrictions in place. The organization was able to continue growing the sales despite operating as Drive-Thru only and in mid 2021 the restaurants were slowly allowed to open the dining rooms. With an average 70% pre-covid business coming through the DT on a daily basis, and 80% during Covid (with the balance 20% being Delivery sales), the Clarks wanted to minimize any impact the opening of their dining rooms may create. In order to further maintain and grow that DT business, the Clarks knew they needed a fresh new idea. Johnny Clark and Michelle Andreano felt if they engage and motivate their staff that this would lead to increased results in their restaurants.



## IMPACT OF QSRSoft TV

After reviewing a variety of options, Johnny decided to install QsrSoft TV at their highest volume restaurant. The installation and setup of QsrSoft TV took less than an hour. Almost instantly the employees began discussing the gamification metrics showing where their restaurant ranked among the other restaurants. The managers and crew alike started talking about how they get to the number one position on all the metrics. **This has helped deliver Drive Thru service time improvement of 15% in the first 3 months since implementing QsrSoft TV!!** The results continued and further resulted in yet another Drive Thru sales increase for the 10th year running!

## QUOTES ON QSRSoft TV

Michelle Andreano had the following to say about QsrSoft TV:

“We implemented the QsrSoft TV in our Organization which consists of 8 McDonald’s restaurants. Once the QsrSoft TV was installed in each restaurant, I found that the crew were quickly comparing their results to the other restaurants, and it helped to motivate them to improve their results. I heard crew saying that we are better than “store x” and we need to do better. Not only does the QsrSoft TV motivate your staff, it is a great way to recognize your employee’s birthdays, anniversaries, and to communicate on a larger scale of up and coming promotions.

The QsrSoft TV is definitely an investment that I am glad we did for our Organization!”

## READY TO CHECK OUT QSRSoft TV?

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