

How Technology Revolutionized **Customer Experience & Average Check at This QSR**

CRAZY B **WLS & WRAPS**

In the fast-casual dining industry, meeting customers' specific dietary preferences can be a challenge. Crazy Bowls & Wraps, a popular health-conscious restaurant chain based in St. Louis, Missouri, recognized the need to provide transparency and customization options for their customers. To overcome the limitations of a fixed overhead menu and improve order accuracy and efficiency, they partnered with Bite and Elo to implement self-service touchscreen solutions. **Learn how Crazy Bowls & Wraps successfully enhanced customer experience and increased order customization using Bite and Elo's innovative technologies with a customer-centric design approach.**

The Challenge

Crazy Bowls & Wraps introduced a new Lifestyle Menu that catered to various popular diets, including keto, Whole 30, plant-based, and vegan. However, due to the nature of the menu, customers often struggled to request specific customizations, and employees found it challenging to memorize and communicate all the available options. **As a result, both customers and the restaurant were limited in fully realizing the potential of their healthy menu choices.**

The Solution

To address these challenges, Crazy Bowls & Wraps decided to test Elo's self-service touchscreen kiosks with Bite's custom QSR software in 2020. Bite's custom kiosk software and Elo's sleek and modular 22" I-Series on Wallaby Pro countertop kiosks seamlessly integrate into the restaurant's existing systems. **The partnership aimed to drive efficiency, create brand loyalty, and increase average check amounts.**

Key Benefits and Successes

- 1 Enhanced Customer Experience**

Bite's kiosk software focused on improving customer flow and experience. It educated customers about uncommon menu items and highlighted unfamiliar ingredients with descriptions and pictures. The self-service kiosks allowed customers to easily customize their orders based on their dietary preferences, ensuring they received exactly what they craved.
- 2 Increased Order Customization & Check Amounts**

Bite's intelligent order recommendation AI, Bite Lift, predicted additional items that customers might enjoy in real-time. This personalized recommendation system significantly increased the average check value. The ability to highly customize orders with additional ingredients and add-ons resulted in a remarkable 38% increase in average check value for kiosk-only orders.
- 3 Improved Efficiency and Order Accuracy**

By reallocating labor to enhance the guest experience, Crazy Bowls & Wraps saw improvements in order accuracy, order customizations, and reduced wait times. The self-service kiosks streamlined the order process, allowing customers to select their desired options and reducing the chances of miscommunication.
- 4 Brand Elevating and Expansion**

Implementing self-service kiosks positively impacted Crazy Bowls & Wraps' brand image. Customers appreciated the ability to customize their meals according to their preferences, increasing customer satisfaction and loyalty. Despite the challenges posed by the early stages of the pandemic, the program expanded to 14 of the brand's 16 locations. Furthermore, the franchise plans to open many more kiosk-only locations, emphasizing the success and scalability of the solution.

Crazy Bowls & Wraps successfully overcame the limitations of a fixed overhead menu and improved order customization by implementing Bite and Elo's self-service touchscreen kiosks. The partnership not only enhanced the customer experience by providing transparency and customization options but also increased order accuracy, efficiency, and average check amounts. With the self-service kiosks, Crazy Bowls & Wraps positioned themselves as a customer-centric brand and plans to continue leveraging this technology for future expansion.

