

Weblib and Samsung deliver new digitized services and entertainment solution for quick service restaurants

Weblib integrates Samsung KNOX Customization into quick-service restaurant solution, creates new ways to attract customers and build brand loyalty



Business Issue

The quick service restaurant (QSR) industry is extremely competitive, with businesses continually on the lookout for new ways to increase customer demand. A global leader in the QSR industry wanted an in-store tablet solution to help increase customer traffic and engage with tech-savvy customers in its restaurants across Europe.

Solution

French e-retail leader Weblib created a solution to provide interactive entertainment and in-store advertising using the Samsung KNOX Customization software development kit and GALAXY Tab 4 10.1 tablets. The solution helped the restaurant manage content, ensure users' privacy, and gather statistics remotely at a superior cost/performance ratio.

Results

KNOX Customization capabilities enabled Weblib to deliver an attractive solution that helped grow per-store revenue more than three percent through increased traffic and higher add-on sales of digitally advertised menu items. The tablets also enabled the restaurant to promote its stores as welcoming places and collect valuable customer feedback.

Customers gained access to a wide array of media content, as well as the ability to give direct feedback on restaurant service.

Solution

Weblib launched its solution on more than 1,000 GALAXY Tab 4 10.1 devices in restaurants of a major fast food chain across Europe and the United States. Providing new services and entertainment, the tablets gave customers access to a wide array of media content, as well as the ability to give direct feedback on restaurant service. The screens are also used to promote sales of new or add-on menu items.

With KNOX Customization, the Samsung tablets provided an adaptable and secure Android platform to deliver the ideal customer experience. Weblib used Kiosk mode to start the Weblib application on boot, which limited the tablets' functionality and prevented unauthorized use.

Weblib easily integrated the Tab 4 10.1 devices with its Control Tower Mobile Device Management console and used KNOX Customization to provide additional content management, analytics, and monitoring for all devices. Using the combined capabilities of KNOX and MDM, the restaurants can intermittently change default apps on the home screen and extend screen timeout parameters to prolong the length of advertisements running on the device.

Samsung KNOX Customization

KNOX Customization provides powerful configuration options for QSRs.

Kiosk mode configuration ensures customers can use the tablet only for its intended purpose, limiting security risks.

Connectivity configuration lets restaurants and other enterprises access enhanced connectivity modes for smooth operation using Bluetooth, Wi-Fi, and USB.

Physical feature modification allows restaurants and other enterprises to show or hide individual elements like the status bar, notifications, back key, and home key.

Samsung GALAXY Tab 4 10.1-in.

The Samsung GALAXY Tab 4 10.1 is a great fit for creating interactive customer experiences.

Video Hub, Music Hub, and Game Hub is a personal concierge that provides access to a wide selection of video, ebook, music, and game content.

S Suggest compiles a rotating selection of highly rated apps for each store.

1.0 GHz dual core processor supplies powerful performance that supports the most demanding applications.

Slim design—10.5mm thick—makes it possible to fit efficiently in restaurant settings to maximize customer comfort.



Customer Challenge

The competition for consumer mindshare and spending is fierce in the QSR industry. Providing a way for diners to access the Internet or digital entertainment is a clear differentiator that can deliver new customers—and retain their loyalty long-term. Restaurant requirements include:

- Provide a great interactive user experience.
- Ensure a secure, risk-free experience for customers.
- Drive sales by digitally advertising products and collecting customer feedback.

“Tablets in stores are very important to our client’s strategy to remain a leader among QSRs. Customer satisfaction levels are higher and many of its franchisees are thinking about rolling out tablets in their restaurants.”

— Arthur Philbé,
Managing Director, Weblib

Restaurants gain a powerful tool to build brand loyalty, ensure customer security, and grow revenue.

Benefits

By using Samsung devices in combination with KNOX Customization, restaurants gain a powerful tool to build brand loyalty, ensure customer security, and grow revenue.

Retain and recruit customers

Customers now enjoy the GALAXY Tab's versatile video, ebook, music, and interactive entertainment capabilities in the stores. The entertainment options keep customers coming back and attract new ones.

Secure customer interactions

Weblib modified each device with KNOX Customization to comply with restaurant security standards. These modifications limit the content that users can access and enable user privacy by ensuring that user data cannot be accessed inappropriately. For example, the tablet cache is set to clear within a few minutes of browser inactivity, deleting all records and passwords of the previous user.

Improve customer engagement

QSRs can also use the tablet solution to advertise new products to increase sales, as well as immediately survey customers for feedback on food or service quality. Restaurants that deploy the tablet solution showed at least a three percent gain in sales. The increase came from higher restaurant traffic during off-peak hours, longer restaurant stays that resulted in more purchases, and higher sales of digitally advertised menu items.



About Weblib

Weblib, a French leader in e-retail, provides fully adapted interactive solutions through tablets, apps, and Wi-Fi to help stores increase revenue, improve traffic, and build customer loyalty. Weblib has worked with the world's largest brands to expand their digital projects.

Legal and additional information

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