



# Pro Display X Krispy Kreme

Samsung helped Krispy Kreme deliver an even more appealing menu.

## The project

Krispy Kreme is a long-established quick service restaurant chain whose Australian chapter began in Penrith, Sydney, in 2003. Their donuts have remained a much-loved favourite of Australian consumers.

Apart from delivering a better customer experience, the goal of this project was to improve marketing, operational and cost efficiencies by upgrading the digital menu signage in 30+ Krispy Kreme locations across Australia and New Zealand.



## The business challenge

Krispy Kreme required durable, high bright outdoor screens and minimal glare indoor displays ensuring they could be read easily.

The ability to deliver menu items and price changes to customers in a rapid, clear, and attractive way is crucial to the success of their business. The challenge for this project was to make the changeover to a new and more functional digital menu system in just 3 months, with the least possible disruption to their stores.

**“I think the biggest challenge was more of an internal process. Managing the business as usual and installing the screens while we were operating. Obviously, we wanted to try to reduce the impact on the business. Our marketing team had to juggle learning a new system, managing the old system, and phasing that over.”**

- Jason Fraser, Senior IT Manager at KK.

## The Samsung solution

Krispy Kreme revamped their indoor menu boards and several of their outdoor drive-through displays with Samsung QMR and OHF series screens: creating a seamless, modern experience for managers, franchise owners and customers.

**“So, the big win for this project with the Samsung displays is the system on chip capability. It’s created a digital platform where we’re not really constrained by anything.**

**The other thing that made us choose Samsung was our familiarity with their products - we have similar technology in all our meeting rooms - and it was recommended by our supplier. So that was one of the biggest selling points as well.”**

- Jason Fraser, Senior IT Manager at KK.

Samsung’s built-in media players played an integral role in bringing Krispy Kreme’s new menu system to life. The Tizen based media players integrate with Krispy Kreme’s content management software enabling direct streaming of content to the display, reducing the need for additional external peripherals, or sending anything off-site. This ultimately reduced installation time and costs, while also minimising potential points of failure in the future.



## The result

The Samsung Pro Display solution has given Krispy Kreme digital menus that deliver what their business needs: The freedom to easily make instant updates and schedule alternate menus at specific times. It has reduced downtime and operational costs and taken Krispy Kreme’s customer experience to a new level, both inside and outside their stores.

**“With the new drive-through displays we’re testing, the creative content is so much more engaging, it really looks like there is steam coming off the coffee. The Samsung product has been great, especially with the new system-on chip technology that’s really reduced our capital expenditure on equipment.”**

- Jason Fraser, Senior IT Manager at KK.

The displays are engaging and easily legible day and night. Samsung’s simple functionality, cost efficiency and superior display quality have made such a positive impact for store managers and customers alike, Krispy Kreme has committed to fitting Samsung screens in all their drive-throughs.

