

HOW DRIVE-THRU QUICK SERVICE RESTAURANTS ARE MANAGING IN THE AGE OF SOCIAL DISTANCING

DRIVE
THRU



Experts estimate that about 60-70% of a quick service restaurant's sales come from the drive-thru, if they have one.¹

SITUATION

The rise of the current health crisis is forcing quick service restaurants to close their dining room and do 100% of business via drive-thru and curbside. Restaurant chains are rolling out new measures to ensure safety for their customers and employees, while keeping up worker productivity to manage the longer lines and wait times.

While drive-thru options have the ability to minimize contact there is still an exchange of personal items such as coupons, smartphones, and gift cards. Restaurateurs are accelerating their evaluation and deployment of dedicated secondary scanning devices to address this.

With a secondary scanning solution, the customer can simply hold out their personal item and the drive-thru cashier can use the barcode scanner to read the presented information without touching that personal item. This allows the customer and drive-thru cashier to minimize contact.

Without a secondary scanner, the employee would be forced to take the coupon or personal item and either hand-key or conduct an additional scan into the system leading to increased touch and wait times.

SOLUTION

Honeywell understands that these secondary scanner solutions need to meet the tough environments of a drive-thru. Scanners are often dropped, exposed to bad weather conditions, and can be roughly handled by the cashier. Some restaurateurs prefer tethered, so drive-thru cashiers can't drop the scanner out of the window, while some prefer cordless. Whatever the situation, Honeywell has the solution.

Honeywell offers the Xenon Extreme Performance (XP) 1950g corded and 1952g cordless barcode scanners with best-in-class scanning of 1D and 2D barcodes under all conditions – cracked screens, dimly lit screens, and direct sunlight. The 1952g cordless version



Xenon XP 1952-g-bf, Xenon XP 1952h-bf, and Vuquest 3320g scanners

1. <https://www.qsrmagazine.com/reports/2018-qsr-drive-thru-study>

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Xenon XP 1952g-bf with charging base and the Vuquest 3320g

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allows the flexibility of a mounted base and prevents cables being dragged through the serving area.

Honeywell's Xenon Extreme Performance (XP) 1952g-bf is a battery-free version that is another option for drive-thru environments as it allows cashiers to remain untethered. It is ready to perform approximately 450 scans on a single 60-second charge freeing the restaurateurs from managing batteries.

The Xenon Extreme Performance (XP) 1950h/1952h/1952h-bf is the healthcare version with the same scanning capabilities and made of disinfectant-ready plastics which are built to withstand the effects of harsh cleaning agents and help minimize the spread of infectious disease.

The Honeywell Vuquest 3320g is a small, mountable scanner for restaurateurs that prefer the scanning be conducted by the customer rather than their drive-thru cashiers. Restaurateurs can then mount the scanner in a weather proof enclosure such as the menu board or at

the drive-thru window. Drive-thru cashiers can then prompt the customer to present their personal item to the scanner at the enclosure or at the drive-thru window.

Honeywell's lineup of barcode scanners offer a safer alternative, while allowing for increased cashier productivity. Their ability to accurately read 1D and 2D barcodes the first time eliminates wasted seconds from every transaction, while minimizing unnecessary contact, and allows for servicing of more customers. Honeywell's barcode scanners are simple to integrate with existing IT infrastructure, shortening ramp up times and getting critical tech in place to meet today's demand.

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