

AmRest implements Toshiba digital signage solutions with M4B software to deliver enhanced customer engagement at its KFC restaurants

AmRest is the largest independent restaurant operator in Central and Eastern Europe, boasting a portfolio of internationally recognised brands. With a daily mission to deliver delicious food and exceptional service at affordable prices, the company is always looking at how it can maintain and enhance its exceptional standards, and provide a better experience for its customers.

The requirements

AmRest wanted to provide a more engaging customer experience within its KFC stores, with the company taking the decision to upgrade from its print menus to more modern and eye-catching digital displays. While it was essential for the solution to be engaging to customers, equally important was manageability for its staff across a number of locations in Europe.

AmRest established a partnership with Toshiba and integrator M4B as the best solution, with the companies working closely together to deliver a dedicated product tailored especially to meet AmRest's bespoke requirements.

Reliable hardware which integrated well with M4B's flagship WAVE software was essential. The displays also needed to be easy to manage and highly reliable, ensuring they could operate throughout the longer working day common within the industry. Toshiba's TD-E1 series delivered on all of these counts.

"Providing the best restaurant experience is of utmost importance to us, and the look and feel of our restaurants is an integral part of this. The new menu boards developed by Toshiba and M4B provide a great solution to enhance customer service," says Iwona Sarachman, PR Director at AmRest.

A dedicated, engaging and easy-to-manage solution

Located above the Point-Of-Sale terminals within restaurants, the new Toshiba TD-E1 units provide vivid displays which can be read from almost anywhere in the eateries, boasting a wide 178° viewing angle, as well as 500 cd/m² brightness and Full HD (1920 x 1080) resolution for additional clarity. The TD-E1's sleek design and slim bezels make it an elegant addition to the

front-of-house design in the KFC stores, immediately drawing attention to the menu – giving customers all the information they need to make their order.

The result

Roll-out of the partnership took place over a two-year period and AmRest is delighted with the new feel that the TD-E1 displays offer. The combination of Toshiba's vibrant and highly reliable displays, with M4B's innovative software, provides the perfect blend of simplified manageability and enhanced visuals that AmRest needed, with its KFC stores in key Central and Eastern European markets now providing a more modern and engaging experience to customers than ever before.

"We're delighted that AmRest has chosen Toshiba to provide its digital menu boards within its KFC restaurants. To partner with such an internationally renowned brand is another significant milestone for our European display business and follows 12 months of substantial growth across the region," reflects Kris Lis, Head of Sales for Business Display Solutions at Toshiba Europe.



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