Texas Chicken & Burgers boosts revenues by up to 20% with Infor POS

Texas Chicken & Burgers is a fast food restaurant chain with 30+ locations in New York, Philadelphia, and Washington D.C. The business started from a single store in Queens, NY, with the goal of serving Texas-style fast food that is delicious, affordable, and made from the best locally sourced ingredients.

Delivering fast and efficient service to as many customers as possible has always been an important priority for Texas Chicken & Burgers, and investing in the right technology with the right partner has played an important role in achieving it.

Headquarters
New York, NY

Industry
Hospitality – Quick service restaurants

Infor product
Infor POS® (Point of Sale)

Website
texaschickenandburgers.com

> **Maximizing customer volume is the key to success in our business because every penny counts. That means making sure that every transaction is as efficient as possible. Infor simply outperformed the competition when it came to increasing customer volume alone.”**

WAHEED KHOSDAL
COO, Texas Chicken & Burgers

When Texas Chicken & Burgers began its search for a technology partner, the business ran on outdated processes that made it hard to capture and analyze valuable incoming data. While it was clear that there was a problem, the company lacked the visibility it needed to find a solution.

Daily operations were poorly optimized, and ordering and checkout processes were far too dependent on manual actions from employees. As a result, lines moved slowly and customers were forced to wait for longer than was necessary. In addition, Texas Chicken & Burgers lacked a way to tie its locations together and achieve operational unity—a requirement in order for the company to be able to manage those locations more cohesively when it came to adjusting prices, combos, and other essential details that could drastically affect operations.

A new path forward with Infor's cloud-based POS

Infor's innovative cloud technologies, which work seamlessly with the world-class capabilities of AWS®, helped Texas Chicken & Burgers to replace its on-premises point of sale—ultimately migrating its solutions across all locations to the cloud. Working with Infor®, the manual processes that had bogged down lines during busy times were replaced by easy-to-use hardware and intuitive on-screen interfaces. Infor POS connected directly to the kitchen via integration with QSR KDS automation, making the ordering process much smoother between cashiers and cooks.

Chief Operations Officer Waheed Khosdal explains the impact that Infor POS had on the business: "Among other important areas of our business, a clearer view of POS data had a big impact on how operations managed menu items across locations."

> **❝ Thanks to Infor POS and its Amazon Cloud-based platform, we have the data visibility and transparency we need to grow our business."**
>
> WAHEED KHOSDAL
> COO, Texas Chicken & Burgers

Business challenges

- Data was siloed and did not reach across locations

- Lack of greater visibility on business data

- Systems lacked user-friendliness, making onboarding difficult

- Manual processes reduced accuracy and increased wait times

More informed item performance

Infor POS helped Texas Chicken & Burgers better understand which items were popular among customers, making it easier to remove more than 100 items that hadn't been performing well. The insights also helped operations to more efficiently manage food costs and reduce waste.

The company can now concentrate on items that are doing well, and funnel spend into them in a more informed manner. Company leadership can manage more volume, take on more staff, train new employees faster, and exercise more control over resources.

Better service, happier guests

The best guest experiences are built on solutions that remove friction, increase accuracy, and speed up the process simultaneously. The benefits of Infor POS are self-evident to multi-unit restaurant leaders like Khosdal and his team—but so is the ability to leverage transactional data to inform business strategies and create long-term success in an increasingly competitive industry.

Khosdal says the solution has already had a major impact on business: "Infor POS made it easier to train new staff with an intuitive UI that helped staff members old and new to get up to speed quickly. With this solution, locations have better control over transactions. There are fewer mistakes at the order-taking stage. Infor POS makes operations easier to manage on a staff accountability and security level, too."

Texas Chicken & Burgers was able to scale to support future growth in a relatively short period of time using Infor POS, a cloud-based solution based on AWS's cloud platform.

Business results

- Up to 20% revenue growth over 2 years
- 10% brand awareness growth in market over 2 years
- 50%+ wait time improvement
- Sales increase of $3-4K on first week of implementation

" **Infor POS allows us to ask questions about our business that we weren't able to ask before because we didn't have the data visibility we needed. Now we do. It's allowed us to understand our capacity for growth and what the future really looks like for our business."**

WAHEED KHOSDAL
COO, Texas Chicken & Burgers

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