THE QWICKSERVE ADVANTAGE: FOODSERVICE SIMPLIFIED

At a time of 24/7 connectivity with consumers assuming unprecedented control over every purchasing decision, it's never been more important to deliver a flawless foodservice experience. Qwickserve is designed around the prospect of making the lives of your customers — and yours — easier to manage and control.

KEY SYSTEM BENEFITS

- **Greater productivity**
- **Higher customer satisfaction**
- **Increased margins**

It's all possible with Qwickserve by Petrosoft.

Contact your local Petrosoft sales representative to see how Qwickserve can elevate the performance of your foodservice program.
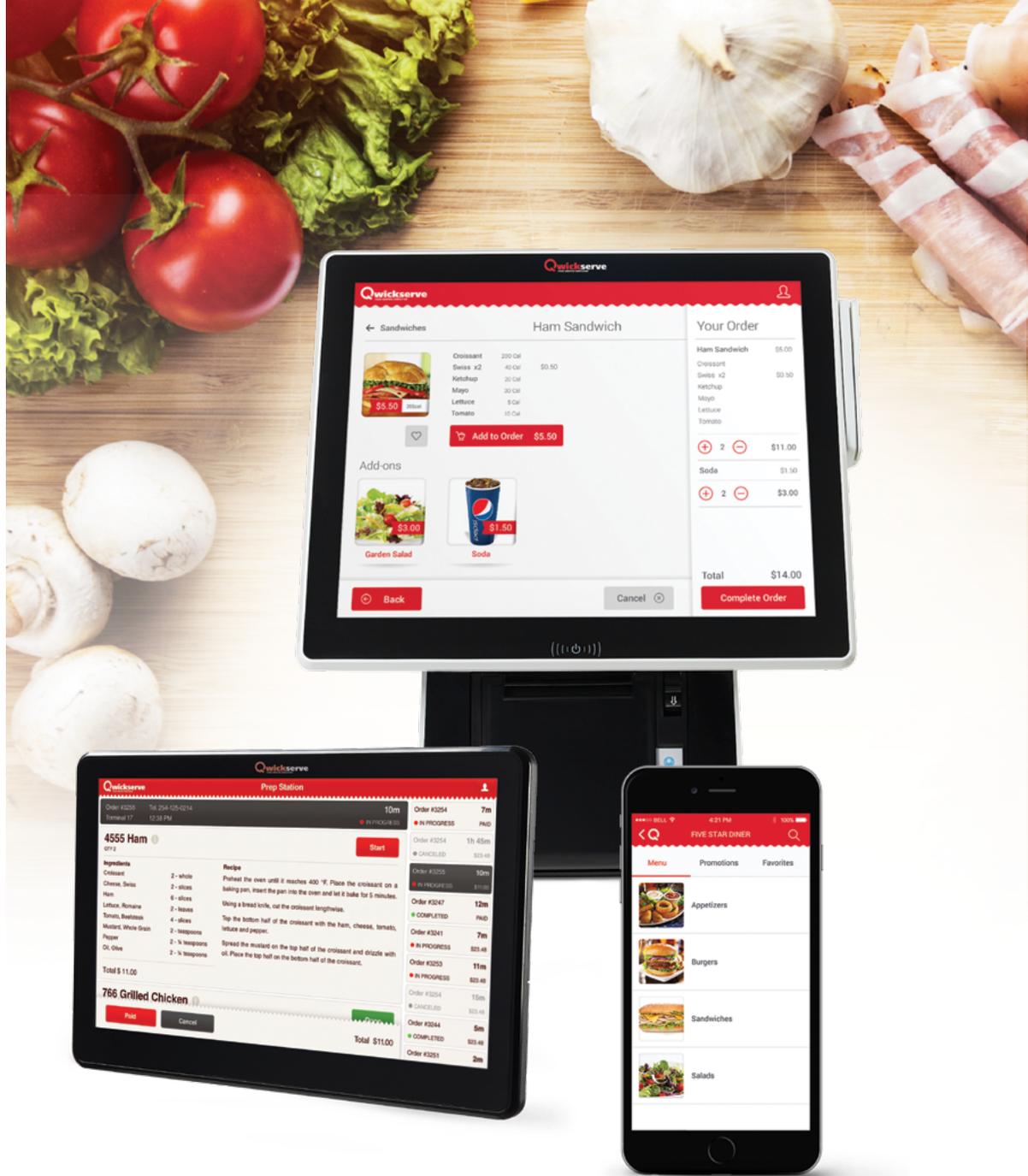
WHY FOODSERVICE?

Convenience store success is achieved at the margins. With gas prices continually in flux, tobacco sales on the decline, card fees a persistent industry nuisance and new competition, the ability to attract new customers while retaining current customers is paramount.

Foodservice is emerging as an answer to attracting new in-store customers and achieving higher margins, a direct response to consumer demand for convenient on-the-go meal solutions. The offering, while alluring, must be executed properly to meet consumer expectations. Easier said than done.

C-store operators are realizing that implementing a foodservice program is not a simple, plug-and-play proposition. foodservice operations carry many of the same concerns as managing merchandise inventory — spoilage, shrinkage, labor, to name a few — which collectively can turn a promising growth category into a financial nightmare.

Intuition and creativity, while helpful, are not enough to deliver the performance edge necessary to achieve success. To do so requires advanced technology that delivers precise control over every facet of operations — menu offerings, food preparation, inventory management, cost control — much like POS and back-office solutions help them optimize merchandise and fuel inventories.

For instance, while made-to-order breakfast sandwiches or pizzas present sizable gross margin opportunities, assemble the wrong ingredients or take too long preparing the offering and profits will dwindle while your customer's experience — and subsequent loyalty — will wane.

Qwickserve by Petrosoft helps foodservice retailers meet these challenges while capitalizing on the generous opportunities that a foodservice program offers.

C-STORE 2014 SALES
Contribution to Total Sales and Gross Margin

	% Total sale	% Gross Margin
FUELS	76%	37%
MERCHANDISE	20%	39%
FOOD SERVICE	5%	19%
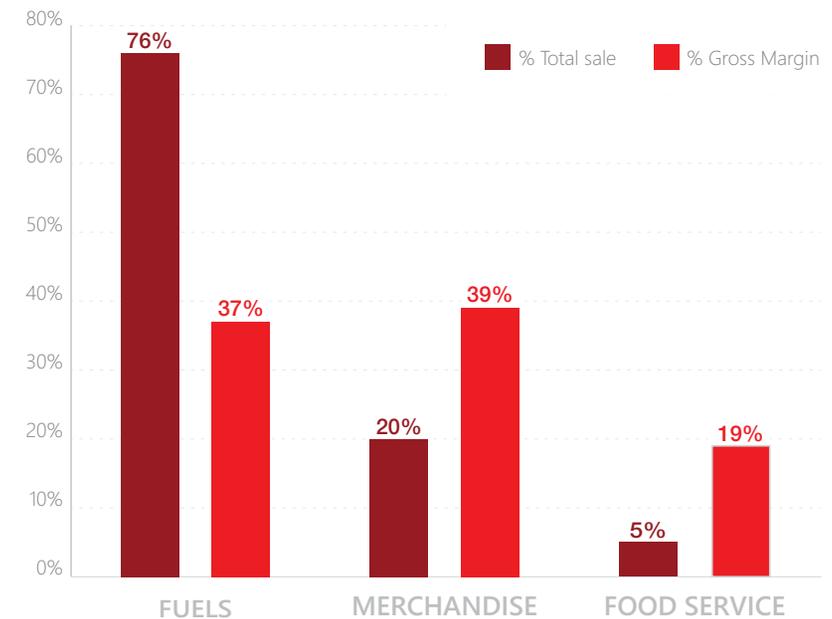
HOW PETROSOFT TECHNOLOGY HELPS

Qwickserve allows your customers to order foodservice items from an in-store touchscreen kiosk or from their personal, digital device. Orders are submitted and processed in real-time, providing seamless connectivity between your customers and foodservice staff.

CUSTOMIZED FOR BOTH RETAILERS & CUSTOMERS

Qwickserve delivers a customized retail experience at every consumer touchpoint. Upload your company's branding quickly and easily and apply it across the platform. Whether customers order at an in-store kiosk or from their personal device, your store will be identified and associated with the entire foodservice process.

For the retailer, Qwickserve is about control and is 100% compatible with C-Store Office and SmartPOS, keeping critical data accurate and up-to-date with ingredient method of accounting (recipe costing) and through optimized inventory management.

For the customer, Qwickserve is all also about control. Images, ingredients, pricing and even nutrition information are easily accessible, ensuring an ordering process that is precise and hasslefree.

"Food sales have increased by 10-15% since we have installed Qwickserve."

Mandy Campbell, Kristyaks Korner

PREPARED FOOD LEADS THE FOOD SERVICE CATEOGY

People of all ages are turning to prepared foods, citing time saving convenience and the availability of fresh, high-quality ingredients as primary factors driving purchases. For 2014, prepared food accounted for over 65.7% of convenience store foodservice sales and also earned the highest margins.*

C-STORE FOOD SERVICE SALES AND MARGINS

	% of Total Food Service Sales	Category GPM
PREPARED FOOD	66%	59%
PACKAGED FOOD	6%	39%
HOT DISPENSED BEVERAGES	13%	56%
COLD DISPENSED BEVERAGES	12%	54%
FROZEN DISPENSED BEVERAGES	3%	55%
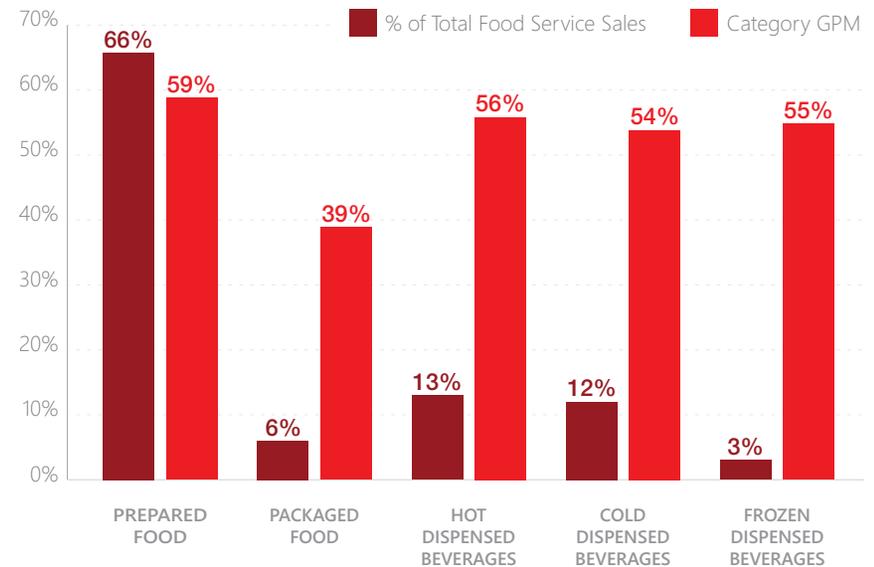
* NACS State of the Industry Report (2014 data) and ICC/Decision Services Report

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CUSTOMIZED SELF-SERVICE ORDERS

Whether ordering at a Qwickserve kiosk or from the convenience of their digital device, customers will experience a painless and consistent ordering experience with Qwickserve — every time. Powered by advanced software, the platform includes navigation that is simple and intuitive, allowing a free-flow ordering process. Food images entice the consumer, with deep-dive information (nutrition, ingredients) available with just a touch of the order screen, which eases decision-making.

KEY SYSTEM BENEFITS

- Empowerment of the ordering process
- Reduced ordering times
- Complete control over calories and cost
- Quicker payment process

"Breakfast still is truly the most important meal of the day for foodservice, with some of the largest QSR chains owning the breakfast occasion."

NACS State of the Industry Report (2014)

Boost foodservice margins and enhance the customer experience with the Qwickserve touchscreen digital kiosk ordering solution by Petrosoft.

ORDER PREPARATION

Once the customer's order is placed, it is transmitted and available in real-time at a prep station kiosk. But for the foodservice employee, Qwickserve is far more than just an order ticket. With full interactivity capabilities, Qwickserve allows you to include — easily — complete preparation instructions for every item. Ingredients, preparation steps and specific cooking times can all be uploaded to the Qwickserve platform, minimizing labor costs while ensuring greater accuracy and consistency for every order.

As a result, order processing is quicker and more accurate, and potential employee distractions are minimized. And with ordering performed by the customer, your labor costs are reduced and available to reallocate to other operational tasks

KEY OPERATIONAL BENEFITS

- Increased order efficiency
- Decreased errors
- Decreased labor costs

Qwickserve solutions can include prep station hardware that displays orders, wait times and cooking information. foodservice staff access orders in real-time, with precise ingredients, measurements and preparation instructions available — literally — at their fingertips

* Contact Petrosoft for additional hardware options. Specifications are subject to change without notice.

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	General Merchandize Retailers	Specialty Food, Merchandize Retailers	Quick Service (QSR), Fast Casual Restaurants	Convenience (C)-Stores And Other High-Volume Retailers	Gas Stations	Fuel Distributors/ Jobbers
SmartPOS	●	●	●	●	●	
Qwickserve	●	●	●	●		
Direct Connect	●	●	●	●	●	●
C-Store Office	●	●	●	●	●	●
Loyalty Program	●	●	●	●	●	
Data Entry Services	●	●	●	●	●	●
Fuel-Central						●

ABOUT PETROSOFT

Petrosoft transformed the convenience store industry when its founder, a retail operator and engineer, introduced C-Store Office, its cloud-based back-office software solution in 2002. Today, the company designs, develops, and markets end-to-end retail technology, enabling a seamless connection between vendors, forecourt, point-of-sale, made-to-order, back-office, fuel management, network and financial systems. The company continually strives to find innovative ways to enable retail operators to better manage their forecourt, in-store and back-office operations, decreasing risk while optimizing inventory, productivity, sales, profits and margins. The company supports its product line from its headquarters in Pittsburgh, PA and offers services along with a full menu of training options including on-site, classroom, online and on-demand sessions. Find out more at http://www.petrosoftinc.com.

The company partners with leading retail technology providers, such as Bulloch Technologies, Comdata, Gilbarco Veeder-Root, Intuit, Microsoft Dynamics, NCR, Sharp, VeriFone and Wayne Nucleus, to ensure that customers can integrate Petrosoft retail technology solutions with their existing systems. Petrosoft also partners with leading retail organizations which help to shape the technology standards and future of the industry.