Matrix POS's Drive-Thru Optimization System™

- ZOOM® Drive-Thru Timer
- **Matrix POS** Drive-Thru Leaderboard™
- **Matrix POS** CLOUD® Enterprise Management

Optimize Your Drive-Thru Performance with ZOOM®, Leaderboard™, and **Matrix POS** CLOUD®

The Winning Combination for Drive-Thru Management

HME's Drive-Thru Optimization System (DTOS) combines ZOOM, Leaderboard, and Matrix POS CLOUD to deliver the industry's most comprehensive drive-thru management system. Whether you're identifying bottlenecks at the store level or comparing the performance of multiple stores, DTOS provides the data needed to improve service speed, drive sales and increase profitability.

> **"After just one month, we experienced a ten percent increase in drive-thru transactions and sales."**
>
> TERRY BROMLEY | MAJOR QSR DIRECTOR OF OPERATIONS

View a real-time picture of what's happening in the drive-thru *with ZOOM's intuitive and user-friendly in-store dashboard.*

ZOOM® Drive-Thru Timer

REAL-TIME DATA FOR IMMEDIATE RESULTS

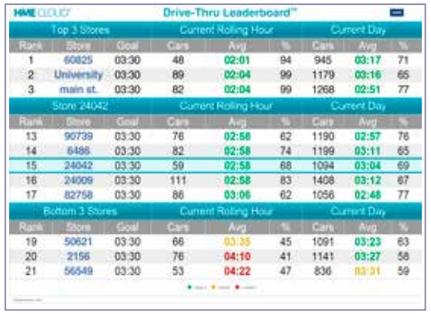
Running a profitable drive-thru takes speed, accuracy and the ability to adapt to ever-changing conditions.

ZOOM's advanced design provides complete visibility into your entire drive-thru operation. Its intuitive, multi-color dashboard provides a clear picture of what is happening in the drive-thru in real-time. This allows managers and crew to instantly identify bottlenecks and take immediate action to speed things up.

Matrix POS Drive-Thru Leaderboard™

MULTI-STORE EMPLOYEE MOTIVATIONAL TOOL

Compatible with ZOOM and Matrix POS CLOUD, Matrix POS Drive-Thru Leaderboard compares and ranks store speed-of-service on an easy to read, in-store display. Employees can monitor their store's ranking and take action to improve their overall standing. This real-time multi-store comparison fuels a friendly competition among stores that also improves service speed, employee productivity, and your bottom line.



Instantly compare your store's performance *to other restaurants in your network and challenge stores to compete against one another using Matrix POS Drive-Thru Leaderboard.*

Quickly view multi-store performance in real-time *and challenge store managers to meet specific goals for a more efficient and profitable enterprise.*

HME CLOUD® Enterprise Management

MULTI-STORE MANAGEMENT WITH EASE

By combining ZOOM with HME CLOUD, you can compare and analyze performance data from multiple stores to easily pinpoint performance improvement opportunities for your entire operation.

HME CLOUD allows you to quickly view store rankings and identify what each store needs to succeed. Effortlessly compare your restaurants at the top level, and drill down into specific stores to examine the details to better understand problem areas and resolve issues. With HME CLOUD, you can set goals and control settings remotely from your laptop, tablet, or smartphone, giving you complete control of your operation anytime, anywhere.

ZOOM® Drive-Thru Timer System

> **ZOOM shows me everything that's happening in my drive-thru on one easy-to-read screen.**
>
> KARIM KHOJA | MAJOR QSR OWNER

Customize the dashboard *to fit your store's drive-thru configuration and display the information most important to you.*

Dashboard Display

REAL-TIME VIEW OF DRIVE-THRU PERFORMANCE

ZOOM's easy-to-read dashboard allows employees to instantly see how they're doing and find ways to improve their speed. Use real-time information and instant feedback about performance to take action.

Customize the dashboard to fit your store's drive-thru configuration. The intuitive color display changes from green to yellow or red based on set goals to help motivate employees to push for better service times. The ZOOM dashboard can be customized to show up to eight real-time events in single, dual, or "Y"-lane configurations.

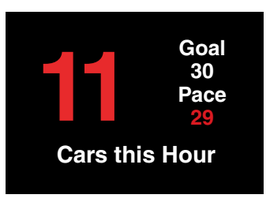
ZOOM also makes it easy to show the information most important to you. Select pre-configured metrics to appear on the dashboard, or configure your own from tracking the time between any two detection points.

Goals and Pace

MOTIVATE YOUR EMPLOYEES

Crew members perform best when they work toward goals. ZOOM enables you to set goals for time and total cars for employees to strive to beat each hour. You may also display the percentage of goals met to track overall goal success.

ZOOM's pace metric estimates the total cars that will be served at the end of the hour based on employees' current speed of service. It shows employees if they're on pace to reach their goal or if they need to speed things up!



> **Within one week of installing ZOOM at a store with historical speed-of-service problems, we shaved 22 seconds off our total drive-thru time.**
>
> BILL MAYESKI | MAJOR QSR MANAGER

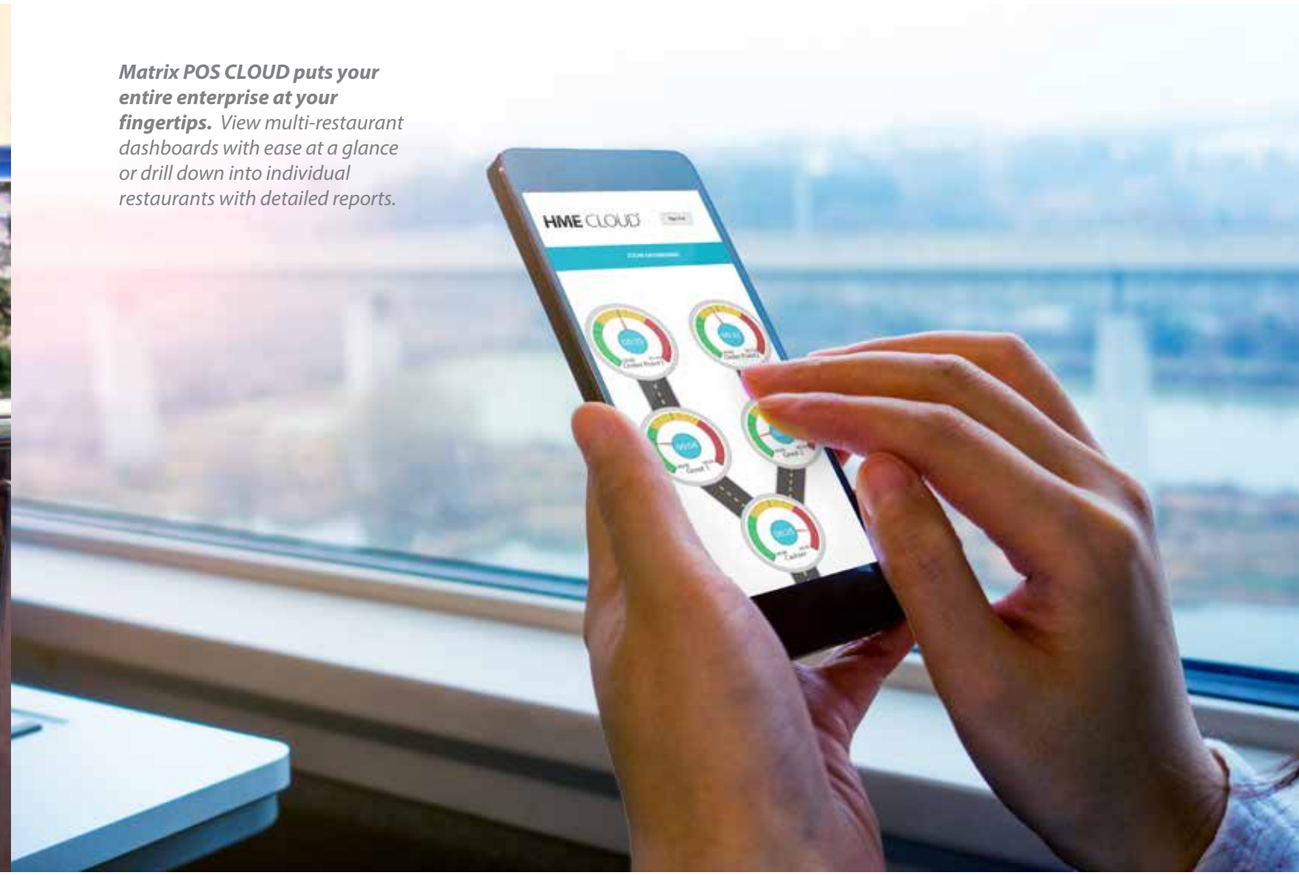
Matrix POS Drive-Thru Leaderboard™

Motivate Employees by Creating Competition among Restaurants

The all-new Matrix POS Drive-Thru Leaderboard* brings multi-restaurant competition inside the restaurant. By comparing performance across multiple restaurants, employees are motivated to improve their overall ranking and speed of service. Drive-Thru Leaderboard creates a competitive environment — increasing staff productivity and improving customer service across your entire enterprise.

*Matrix POS CLOUD® Premium (with Leaderboard) subscription required.

Matrix POS CLOUD® Enterprise Management



Matrix POS CLOUD puts your entire enterprise at your fingertips. *View multi-restaurant dashboards with ease at a glance or drill down into individual restaurants with detailed reports.*

Multi-Restaurant Dashboard

AT-A-GLANCE COMPARISONS

HME CLOUD gives multi-restaurant operators the ability to monitor their entire enterprise in one view. Intuitive dashboard rankings show a summary of key metrics for multiple restaurants so you can quickly understand how each of your restaurants is performing against the others in real-time.

By viewing all of your restaurants on the HME CLOUD dashboard, you can immediately identify high– and low–performing restaurants and easily drill down into the details of why individual restaurants are performing well or not meeting expectations.

Multi-Restaurant Reporting

IN-DEPTH VIEW OF YOUR ENTIRE OPERATION

The reporting feature from HME CLOUD provides an even deeper look into your enterprise and allows multi-restaurant managers to specifically target key areas of improvement for any restaurant. HME CLOUD reports are customizable so you can easily view information on all, some, or just one of your restaurants with a few simple clicks. And with Matrix POS CLOUD you can quickly save or share your reports anytime, anywhere.

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