

COMQI LOOKS BEYOND THE MENUS AND INTRODUCES STAFF ENGAGEMENT SOLUTIONS FOR THE FOOD SERVICE INDUSTRY

Position Paper By Global Provider of Customer Engagement Solutions Explores How QSRs Are Using Digital Solutions To Tackle Customer-Facing and Staff-Facing Challenges

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A new position paper by the customer engagement and IoT technology firm, ComQi, explores how the food service industry is building digital messaging displays into the core operations of their businesses.

The paper, a free download, explains how content management technology offers innovative solutions that help drive sales and marketing goals, but also address staff communication, training and safety challenges.

The paper outlines major benefits for food service operators, including:

- timely and accurate menus;
- boosts in sales;
- elevated in-store experiences;
- raised employee retention rates;
- new operating efficiencies;
- improved staff communications and training.

“The message from our clients and the QSR industry is loud and clear,” says Ifti Ifhar, ComQi’s CEO. “When combining more than 100% turnover of store staff, with a workforce where few staff are in front of computers, the need for digital signage to communicate, educate and motivate store staff is critical. It’s for this reason that we developed powerful staff messaging tools into EnGage, our Content Management System. Now QSR operators have one comprehensive digital platform solving their communication challenges across the board.”

ComQi’s paper looks at the use-cases for customer-facing and staff-facing digital signage applications and the value for brands and their customers. The paper also provides detail on how ComQi’s EnGage platform enhances the QSR environment, by plugging into the Internet of Things to connect a locations multiple technology vendor’s technologies.

More Than Menus: How Digital Signage is Making a Difference Behind the Counter can be downloaded or read online: <http://www.comqi.com/menus-digital-signage-making-difference-behind-counter/>

ABOUT COMQI

ComQi is a global provider of a cloud-based Shopper Engagement Technology, EnGage, that is designed to influence consumers at the point of decision, in-store, using all digital touch-points: digital signage, mobile, video, touch, web, and social networks. ComQi's mission is to deliver an end-to-end solution that is tailored to optimizing in-store messaging and support the execution of in-venue Internet of Things (IoT) and marketing strategies at the lowest total cost of ownership. ComQi's technology supports thousands of displays around the world across hundreds of end-user customers such as Gap, Victoria's Secret, Bath and Body Works, H&M/Weekday, Six Flags, and McDonald's.

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