



APPLEBEE'S

Applebee's International, Inc. is a casual dining chain with 470 company-owned restaurants and 1,270 franchise-owned restaurants. Franchise and company restaurants combined employ more than 100,000 people. The Overland Park, Kansas-based company had operating revenues of more than \$1 billion in 2004.

OBJECTIVE

Applebee's wanted to improve the guest experience by speeding up the transaction time in its Carside To Go take out program. One key issue was the ability to handle credit card payments at the guest's vehicle.

SOLUTION DESCRIPTION

"Applebee's is always looking for new ways to enhance the guest's dining experience by using innovative programs and technology," says Mike Czinege, senior vice president and CIO for Applebee's. "Sprint knew we were looking for a better Carside To Go payment solution and introduced us to Commerçant, a technology pioneer in the wireless business transaction market. When they showed us their MobileScape hand held wireless terminal and point-of-sale solution, which could securely handle transactions in real time over the Sprint (CDMA2000 1X) network, we knew we had a winner."

The all-in-one device integrates a magnetic swipe and receipt printer with a touch screen for easy input and signature capture capability. MobileScape's unique software package even enables customers to add a tip before the completion of the transaction. The process is paperless from a merchant standpoint, because the receipts are transmitted to secure servers for storage and retrieval.

"It is very easy for both the server and the guest to use," says Czinege. "The touch-screen simplicity is a breeze for first-timers. We already have the wireless terminals in 625 company and franchise restaurants. Some restaurants have more than one unit, so we have around 1,000 total devices in use."

From the time Applebee's decided to move forward, it took 60 days to get a prototype and then six months to roll out the



www.applebees.com

COMPANY DESCRIPTION

- Applebee's International is a casual dining chain with 470 company-owned restaurants and 1,270 franchise-owned restaurants. Applebee's company and franchise restaurants employ more than 100,000 people.

OBJECTIVE

- Speed up credit card transactions in its Carside To Go program
- Improve sales and service by improving the customer experience

SOLUTION DESCRIPTION

- Commerçant's MobileScape wireless device and point-of-sale software
- Sprint CDMA2000 1X network

RESULTS

- Reduced credit card transaction time by 40%
- Raised Customer Service Interview scores

Case Study



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solution. "We will finish the rollout of terminals to all of our selected company restaurants by summer's end," Czinege says. "The remaining restaurants will add them at their own rate."

RESULTS

The results have been dramatic. Applebee's has saved about 40 percent of the transaction time for credit card purchases. Customer satisfaction scores

The results of this program have been dramatic. We have seen significant improvement in our customer satisfaction scores as a result of this. Our customers love the convenience.

*Mike Czinege
Senior Vice President and CIO
Applebee's*

for Carside To Go have gone up. Czinege knows the guests love it. "People love the convenience of the wireless handhelds. They've told us they are easy to use, easy to read, and they save time. Guests don't have to wait for the server and be out of sight of their credit card. Guests can now receive their order, pay, and be on their way in less than a minute."

Applebee's associates sing its praises too. "The servers like not having to run in and out when it's raining or when it is hot and humid or freezing

cold. Plus they can handle transactions much faster, which really helps when it's busy," Czinege adds. "It has been a huge win for us."



Applebee's is the 2005 winner of the 3G A-List Award in the Business Innovation category.

The 3G A-List Awards recognize the leading builders of successful wireless data solutions based on 3G CDMA (CDMA2000 1X, EV-DO, and WCDMA/UMTS) technology. **To learn more about the A-List, please visit www.3galist.com**

SUPPORTING PARTNERS

The A-List also recognizes supporting partners for their enabling role in assisting winners with their wireless data deployments.



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