



Sit-down burgers go curbside

Fuddruckers, home to the “World’s Greatest Hamburger,” has gone curbside. But, what does that mean?

It means that busy folks can get a sit-down burger fast-food style. The curbside service known as Fudds to Go was developed by Long Range Systems, a paging and curbside solutions company based in Dallas. The new concept has been in use at the Round Rock, Texas, Fuddruckers location for a year now.

Fudds to Go utilizes an innovative new curbside system that doesn’t require the major invasive construction such as loop sensors, concrete posts, or major electrical wiring that many other curbside service products need.

“Our newest video camera solution for curbside service instantly alerts staff and monitors greet times and total service times,” said Jim Livingston, Long Range Systems vice president of sales.

It also provides reports on greeting and service times on a daily, weekly or monthly basis. Livingston said that data can be shared throughout a restaurant chain.

Other curbside products work, but only partially. For example, Chili’s Grill & Bar installed speakers on top of concrete stands in their parking lots where customers could press a button to alert servers or managers that they were curbside. But the speakers wore

out within six months. Customers also kept crashing their vehicles into the concrete speaker systems. Other restaurants have installed monitor and camera systems, but when staff are too busy to watch the monitor, the customers sit curbside waiting. They finally have to enter the restaurant to find someone to help them, which defeats the whole purpose of curbside service.

The Fudds to Go system monitors up to six parking spots with one camera. When customers arrive in a parking spot, it pages servers and records how much time elapses from the time customers arrive until they leave. The software allows managers to set goal times. For example, if the goal is to greet the curbside customer within 25 seconds, the software will alert a manager if this target time has been exceeded.

So is it working for Fudds? Christian Humphrey, general manager at the Round Rock location says it’s definitely working. “Over the past year that we’ve been using it, it’s been growing slowly but steadily in popularity,” says Humphrey. “It’s not a huge part of our sales, but based on its growth, we think it will begin catching on so we want to continue to use it.” When asked if it’s easy to use, Humphrey said, “It’s push-button, turnkey easy.”

Cassie McGraw, Fuddruckers marketing manager, said that Fudds to Go isn’t going anywhere. “We’re interested in growing it. Curbside service is a hot trend in quick casual, and we knew we had to jump on it quickly.”

Although a number of the older Fuddruckers locations don’t have the room for the Fudds to Go system, all new locations will be outfitted with it. “But it’s a work in progress,” McGraw said. “We’re still working out some stuff, especially the name. We’re noticing some consumers don’t realize that Fudds to Go is actually a part of Fuddruckers.” They will most likely change the name to Fuddruckers to Go in the next few months. ■



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to Go is
here to
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