



## Silent-Serve Queuing Display for Fast-Food Chain

### OVERVIEW

Café De Coral is the market leader of the fast food sector in Hong Kong under the Café De Coral group which is the largest publicly listed Chinese Fast Food restaurant group in the world with household name of Café De Coral and New Asia Dabao, and leading brand of Manchu Wok, Oliver's Super Sandwiches and Spaghetti House etc.

### THE CHALLENGE

Operation efficiency has been one of the most critical success factors for a fast food business. In the past, audio announcement using microphone is used to inform patrons to come out and pick up their food. But this often induces a rather noisy environment.

How to elevate the image of the fast food business to become a quick serve restaurant with a comfortable dining environment becomes an immediate concern. So a new way of handling the waiting tag announcement is desirable.

### THE SOLUTION

Providing a new announcement channel that uses visual presentation as a substitute for audio announcement to inform the patrons about their waiting tag number.

The LED-based electronic displays are installed in eye-catching positions for showing the waiting tag number visually.

This electronic display is interfaced with the control keypad installed in the bar table where the staff can trigger the display of the tag number via the keypad or scanner.

MajorLink products & services include the electronic display, control keypad and implementation service.

Launched in Q1-2005.

Copyright 2007 MajorLink. All rights reserved.