

# Herfy enhances order visibility for kitchen staff

HP Engage One Pro provides a large and robust Kitchen Display System that allows kitchen staff and customers to track orders with ease



INDUSTRY:  
Retail



COUNTRY:  
Saudi Arabia

## Objectives

- Deliver a fast and seamless customer experience
- Enhance order visibility for kitchen staff
- Provide a display for kitchen environments

## Approach

- Use HP solutions to enhance visibility
- Deliver responsive and easy-to-use touchscreens
- Ensure robust devices for hot kitchens

## Business Outcomes

- Provides a clear view of the source and status of each order
- Creates visibility for customers to track the status of their order
- Reduces errors, avoiding a negative customer experience
- Allows kitchen staff to track their performance



# 400

stores across Saudi Arabia

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## Objectives

### Improving order visibility in Saudi Arabia's favourite burger chain

In retail, customer experience is everything. Mohammad Hussein, Director of IT at fast food restaurant chain Herfy, explains: "It's no longer just about buying a burger; our customers want to enjoy buying from our brand, whether in-store or through a digital channel."

Founded over 40 years ago, Herfy is one of the Middle East's leading burger restaurants. Herfy employs 6,000 employees across 400 local restaurants, the Saudi Arabian brand surpasses many international chains in terms of presence within the country. Quality is important to Herfy. "We have three local factories where we produce our own beef and chicken patties and bread," says Hussein. "Having local factories allows us to control the quality of our product." The chain is equally keen to offer a high-quality customer experience—both in its restaurants and through digital channels.

No matter how busy it is, customers expect rapid service and a correct order. However, the previous kitchen display screen provided a limited amount of information for the two to six people working in the kitchen at each Herfy restaurant. It didn't, for example, show whether an order was for eat-in, delivery, or pick-up. Nor did the tiny black and white screen show if an order was new, in progress, or completed, or the time taken to complete each order.

With the three-piece setup—comprising a keyboard, a PC, and a small screen—difficult to maintain, Herfy decided to adopt a new software solution and a modern interactive digital screen. "We needed a large touchscreen display that was durable, easy to use, and looked good to provide our kitchen staff with a clear view of the status of orders," reveals Hussein. "We needed an industrial-grade display device that would work reliably in a hot and busy kitchen environment."



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Mohammad Hussein  
Director of IT, Herfy



Herfy



“Our kitchen staff liked the size of the HP Engage One Pro screen and the touchscreen’s responsiveness.”

Mohammad Hussein  
Director of IT, Herfy

400

HP Engage One Pro  
systems installed

2 to 6

kitchen staff using  
each device

## Approach

### Large, robust, and easy-to-use interactive touchscreens

Herfy’s kitchen staff helped select the new Kitchen Display System. “We installed different touchscreens across our stores as a proof of concept,” explains Hussein. “Our kitchen staff liked the HP Engage One Pro screen size and the touchscreen’s responsiveness, which works well when they’re wearing latex gloves or have oil on their hands.”

HP’s reputation for producing high-quality, high-spec products gave Herfy confidence that the commercial displays would retain their brightness and quality over tens of thousands of hours of use. Hussein notes that the HP Engage One Pro “looked like a heavy-duty device that would withstand being used continuously for long periods of time in our hot and busy kitchens.” HP’s five-year warranty added to his peace of mind.

The fast-food company hung a 24-inch HP Engage One Pro system in portrait orientation from the ceiling of each of its kitchens. The Windows operating system offers advanced security and automatic updates as standard, ensuring Herfy can serve customers the burgers they love without interruption. Installing the HP devices was “a matter of plug and play” for Herfy’s in-house team. Hussein describes: “The HP Engage One Pro system has plenty of ports. You only need to provide power and a network.”

With the new Kitchen Display System installed, kitchen staff can see any new order immediately, whether it comes through from a cashier or a digital channel. The displays provide crystal clear brightness even if other lighting is causing glare and wide viewing angles, enhancing visibility.

With the order displayed clearly, the staff can start preparing it without delay. And once the order is ready, they can update the order status with just a couple of taps on the interactive screen. “The HP Engage One Pro system improves day-to-day activities for our kitchen staff,” states Hussein. “The screen size is perfect for a Kitchen Display System, and the very convenient touchscreen means they no longer have to fiddle around with buttons.”

>35

degrees Celsius kitchen environment

## Business Outcomes

### Innovating the customer experience for burger lovers

The HP Engage One Pro system provides a large, easy-to-use, very interactive touchscreen that ensures Herfy's kitchen staff always have a clear picture of orders. The new Kitchen Display System underpins the seamless processes enjoyed by Herfy's customers. "The HP Engage One Pro system has improved our customer experience," says Hussein. "Whether they're in our store or on a digital channel, our customers can track their order. They get instant updates whenever our kitchen staff update the status of their order on the Kitchen Display System."

Kitchen staff find it easier to track the status of orders too. Vibrant colours and crystal-clear legibility under any lighting conditions mean they can see the status of an order at a glance—whether it's new, in progress, or complete—and whether it was ordered in-store or via a digital channel, and for pick-up or delivery. New orders, for instance, are shown in red, whereas completed orders are shown in green. In addition to allowing kitchen staff to track the status and source of orders, clear information displayed on a large screen minimises the mistakes that can lead to a negative customer experience.

The new Kitchen Display System provides each restaurant with a performance dashboard that shows whether they're on course for achieving their targets and receiving a bonus. "The kitchen teams can see how long orders are taking to prepare," says Hussein. "With bonuses on offer for achieving targets, they study their progress daily."

Having run the HP Engage One Pro system for more than a year without issues, the Director of IT firmly believes that HP technology has a critical role to play in Herfy's future. "The only constant thing is change, so we must keep inventing and improving our customer experience," concludes Hussein. "We are working with partners such as HP who can help us improve our operations and technologies to meet our customers' needs and expectations."

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