The Challenge
Restaurants embracing mobility in order to enhance the customer experience need to stay on the cutting edge of technology. As more restaurants turn to digital menus, they can use mobile devices to display special items. Tablets need to be managed and supervised to ensure security, as it is imperative for recipes and future menus to be kept confidential. Additionally, the guest experience must be exciting and cater to tech-savvy guests.

Founded in 1967, Taco Bueno® is a pioneer in using mobile devices in restaurants and kitchens. Once they decided to use tablets for day-to-day store management and executive operations, they knew that a Mobile Device Management (MDM) solution would be critical.

Taco Bueno also needed enterprise mobility features that would provide application management to streamline quality assurance checklists. The executives wanted a faster way to push new marketing materials to various restaurant locations. Finally, a more consistent employee training and learning protocol needed to be put in place as the chain grew.

The Client
Taco Bueno, a U.S.-based fast-food restaurant chain specializing in Tex-Mex style cuisine, currently operates 175 restaurants. Recently, the chain decided to embrace mobile technology to streamline their business operations. Tim Collins, senior director of IT at Taco Bueno, has been with the company for 20 years and is responsible for technology at all corporate and franchise locations. Collins knew mobile technology would alter the restaurant industry’s landscape, and he pushed for Taco Bueno to embrace this change. Collins recognized the need for a Mobile Device Management (MDM) solution to keep data and devices secure across various regions. After evaluating a number of companies, AirWatch® met the needs of Taco Bueno, and tablets were deployed to all restaurant managers, corporate executives and administrators.
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The Solution

The tablets serve a unique purpose at all restaurant locations. Managers use them to digitally perform restaurant quality assurance checklists including food temperature readings, pictures of the dining area demonstrating cleanliness, a readiness check prior to lunch and dinner, and security audits. “The biggest driver for exploring mobility was the need for digital checklists rather than paper,” explains Collins. “If something goes wrong at a store, we need to be able to reference the checklist from that day immediately.” Having the digital checklists also help if there is a lawsuit or workers compensation claim. “If someone slips and falls in the dining room, we can provide evidence that at 10 a.m. we checked that the floors were clear and dry,” adds Collins. “This checklist app, supported by AirWatch, has been instrumental in protecting Taco Bueno.”

Taco Bueno employees also use the tablets for eLearning and training. Every employee trains using tablets, standardizing and streamlining the employee onboarding process. Employees in the kitchen also use tablets to access recipes so they do not have to memorize them. Everything is prepared fresh - the meat, guacamole, beans – and team members using tablets will know what the final result of the product should look like. Another new initiative involves using AirWatch to push down new marketing posters to the managers, allowing them to ensure their restaurants have the most current signage and promotions posted in their store.

Taco Bueno also uses Wandering WiFi™ for Wi-Fi access in their stores. Both customers and employees can get online using the Wandering WiFi network. “The support from AirWatch has been great, and AirWatch’s MDM and Wandering WiFi products coexist perfectly,” says Collins. Taco Bueno feels secure with AirWatch, and knows their recipes and training videos are secure. “We have commercials that we want our employees to see before they go live, and we can push these out with AirWatch,” explains Collins. “This type of information is proprietary and cannot be leaked.”

With AirWatch, the savings are tangible. Employee training is more efficient because of eLearning. The checklist app allows for quality assurance and provides critical assistance should a legal issue arise. “AirWatch gives us the support and security that comes with using mobile technology, and our team would not be nearly as efficient without it,” concludes Collins.