



HOSPITALITY & SPECIALTY COMMUNICATIONS

®

ALL NEW

# ZOOM Nitro™ Drive-Through Optimization System

## Gaming. For Your Drive-Through.

**HME CLOUD**

**LUNCH THROWDOWN**  
LUNCH ON FRIDAYS APR - MAY  
FRIDAYS 11AM - 2 PM | APR 1 - MAY 24  
PIZZA PARTY FOR THE WHOLE STORE

From Temecula: I can do better in my sleep... ZZZZZZ

From Jim H: Congratulations! I like the way you work!

From North County: Don't hate - congratulate

Round Ending 4:57   Round 5 of 10   Current Hour

% OF GOAL 78   CAR COUNT 28   AVG. TIME 2:37 / 3:30

**Contest Leaders**

2	San Diego	54
1	Arlington	56
3	Houston	52

**% OF GOAL - CURRENT HOUR**

1	Temecula	80%
2	North County	78%
3	South County	76%
4	Arlington	69%
5	Buffalo Trail	67%
6	Downtown	67%

Contest Starting 0:48

Lunch Throwdown  
LUNCH ON FRIDAYS JUNE - SEPTEMBER  
FRIDAYS 11AM - 2PM | JUNE 24 - SEP 24  
PRIZE: PIZZA PARTY FOR THE WHOLE STORE

**SERVICE**

Full Forward  
3:55  
2:50

Mobile Pickup  
1:16  
0:42

**CASHIER**

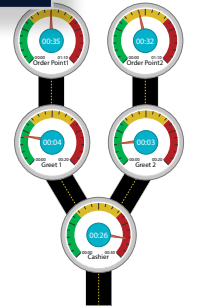
Menu 1 Time	0:00	Hour AVG 0:25	Goal 0:30
Menu 2 Time	0:23	Hour AVG 0:33	Goal 0:30
Cashier Time	0:21	Hour AVG 0:32	Goal 0:30
Service Time	0:25	Hour AVG 0:31	Goal 0:30
Lane Total Time	2:06	Hour AVG 1:25	Goal 2:00
Cars per Hour	50	Best 75	Prev 48
		Pace 60	Goal 30

10:50:48



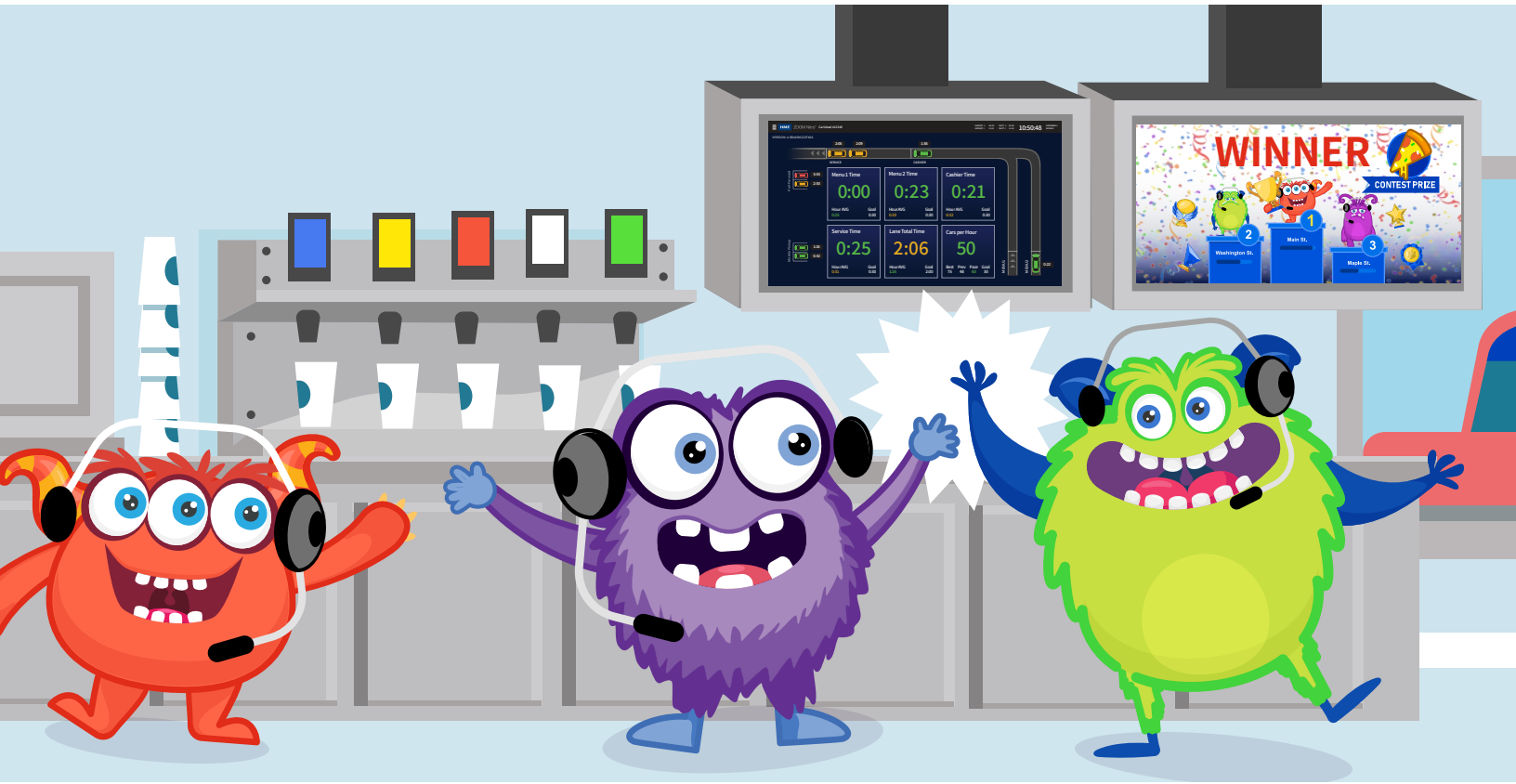
Stones	Current Daypart	Previous Daypart	Current Day
3320	03:30	107	02:13
37082	03:30	124	02:32
11854	03:30	118	02:36
3320	03:30	107	02:13
37082	03:30	124	02:32
11854	03:30	118	02:36
3320	03:30	107	02:13
37082	03:30	124	02:32
11854	03:30	118	02:36
3320	03:30	107	02:13
37082	03:30	124	02:32
11854	03:30	118	02:36

Best Prev Pace Goal  
75 48 60 30



# ZOOM Nitro™

## Increasing Car Counts Has Never Been This Much Fun



### More Than a Timing System

To stand above the competition, you need more than a timer. The all-new ZOOM Nitro drive-thru optimization system is flexible and customizable. Whether you need tools for one store or an entire drive-thru enterprise, ZOOM Nitro has the tools you need to increase car counts.

### Because Everyone Wants to be #1

Increase engagement and motivation by feeding your crew's natural desire for competition, achievement, and recognition. Keep drive-thru performance exciting, engaging, and booming with all-new gaming features like fun contests, awards, real-time feedback, avatars, and smack talk!



“Contests have been so effective I have had shift managers ask when we were going to do one on their shift so they could compete.”

SCOTT WHITMAN | MAJOR QSR OWNER

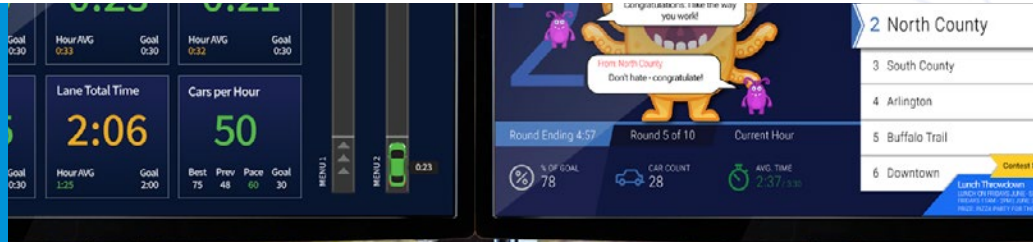


# The Key Players

## Powerful Tools for Everyone on Your Team

“HME Leaderboard allows all of my restaurant teams to know how they’re doing compared to the others—they are always working to be on top! We see a concentrated team effort from our crew to be better than their peers!”

DARRELL TROESTER  
MAJOR QSR OWNER



### ZOOM Nitro Gamification

#### ENGAGE CREW MEMBERS

Turn your drive-thru crew into a car count-crushing alliance. Earn prizes and awards for beating the competition and for meeting store-specific goals. Gamification makes everyday tasks more fun.



### ZOOM Nitro Timer

#### EMPOWER RESTAURANT MANAGERS

The all-new ZOOM Nitro drive-thru timer adds greater power and flexibility to our industry-recognized timer technology. Real-time data enables your team to boost speed of service and increase car counts like never before. The best in drive-thru timer technology, the ZOOM Nitro timer provides real-time data for strong, measurable results.



### ZOOM Nitro Data

#### ENABLE OPERATORS

Who says you can't be in multiple places at once? An in-depth view of your entire enterprise is available at your fingertips. Real-time metrics for all stores. Historical performance reports. Multi-store comparisons. No matter where, near or far, with ZOOM Nitro Data your entire enterprise is only a few clicks away.

# ZOOM Nitro Gamification

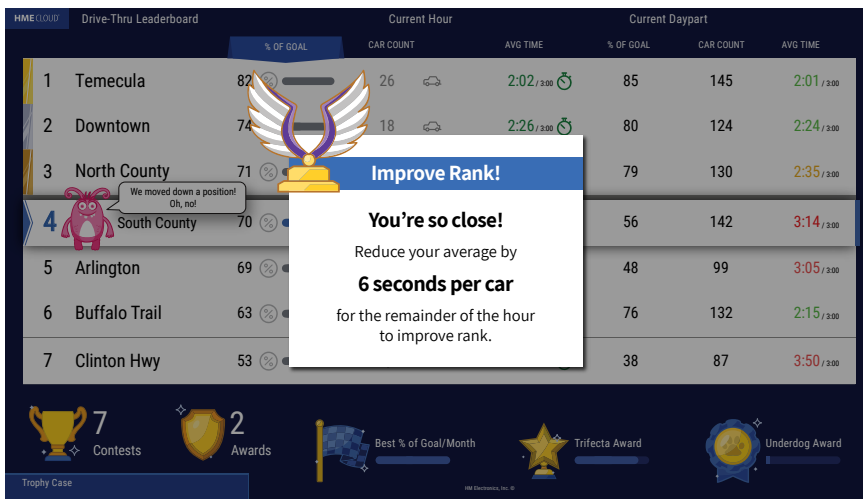
## Engage Your Team, Beat the Competition

### Next Level Multi-Store Competition

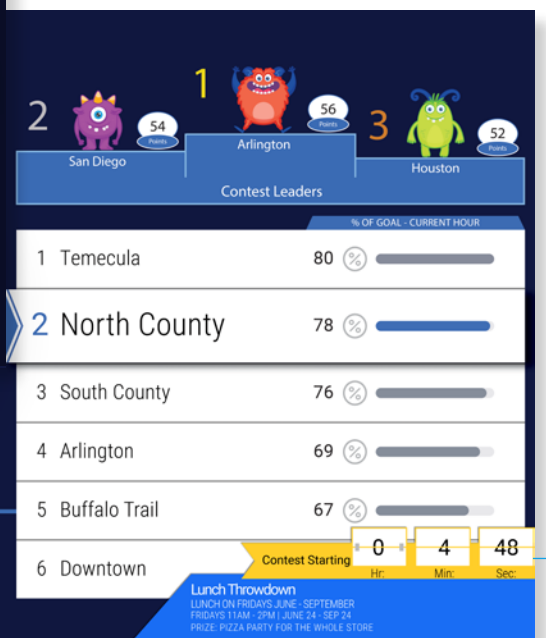
Supercharge your crew's competitive spirit with a friendly multi-store face off. Do you have what it takes to be #1? Take the competition to the next level with contests, awards, real-time feedback, and smack talk.

### Game On!

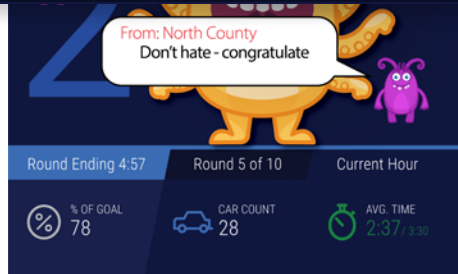
Game-based engagement works. Companies that use gamification have seen a 48% increase in employee engagement with 90% of employees being more productive. ZOOM Nitro Gamification is specially designed using game psychology to make the day-to-day restaurant routine fun. When employee performance improves, store performance improves.



**Leaderboard** counts down to the start of a contest, building anticipation and motivating crews to push performance during the contest period.



**Real-time feedback** lets you know exactly how much your average time should improve so you move up on the Leaderboard.



of employees are more productive when they use gamification.<sup>1</sup>



increase in employee engagement with game-based motivation.<sup>1</sup>



of Forbes Global 2000 companies use gamification to boost retention, engagement, and revenues.<sup>2</sup>

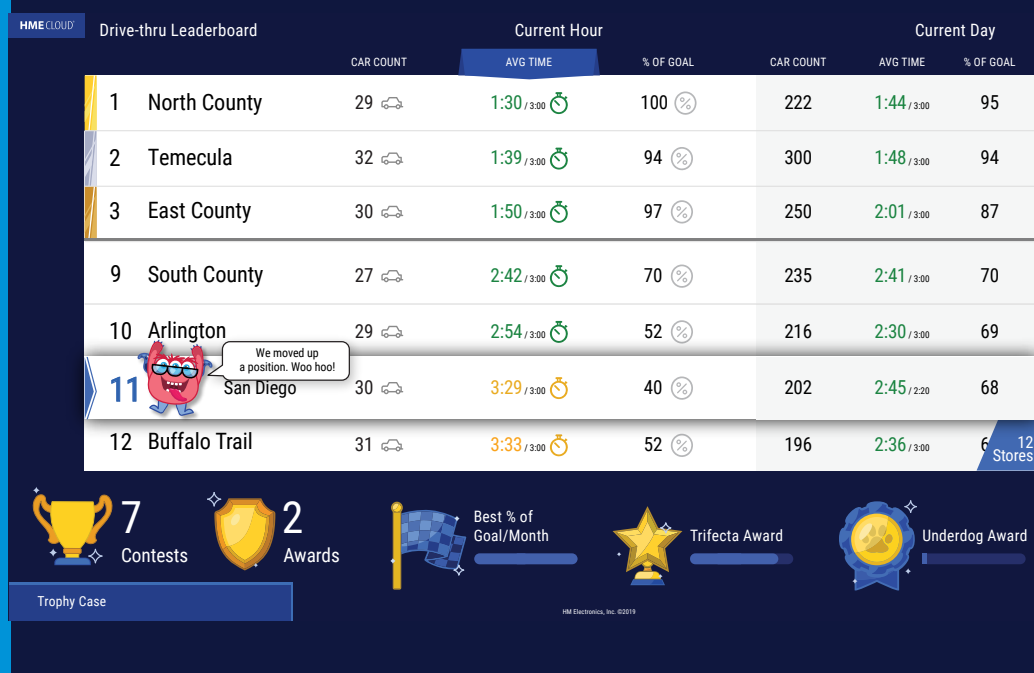
**Sources:**

- 1 Medium — <https://medium.com/swlh/how-gamification-in-the-workplace-impacts-employee-productivity-a4e8add048e6>
- 2 Forbes — <https://www.forbes.com/sites/knowledgewharton/2014/02/24/62014/#325bcf0674f2>



“ The crew is truly motivated by gamification. Managers enjoy the real-time ranking as they can see how their efforts compare to other locations. ”

SCOTT WHITMAN  
MAJOR QSR OWNER



## Unleash the Monster Within

Say hello to your new avatar. Choose a monster, customize it, and bring your store's zeal, grit, and drive to life. But don't let the friendly appearance fool you. There's no stopping these monsters' drive to win.



## Contests

Create your own multi-store matchups, scheduled in advance or on the spot. Simply select the restaurants you want to include, the competing metric, and the length of the contest. For example, to push performance during the lunch daypart, start a contest! The details—contestants, competing metric, contest period, and prize—are all up to you.



## Awards/Trophy Case

Don't let store achievements go unrecognized. Earn awards by winning a contest and by meeting store-specific goals. Strive for pre-selected awards or create your own. Collect them all in your Leaderboard trophy case.



## Real-Time Feedback

The combined power of live drive-thru data and ZOOM Nitro intelligence results in automated notifications that coach crews throughout the day. Real-time feedback gives crews the information they need, when they need it.



## Smack Talk

Boast high performance, taunt the competition, and congratulate others. Smack talk creates additional excitement and makes the drive-thru experience more engaging for all.

# ZOOM Nitro Timer

## Your Restaurant Manager's New Best Friend



### Real-Time Data, Immediate Results

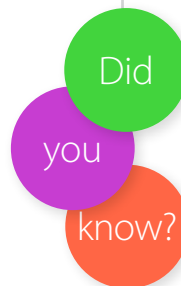
The ZOOM Nitro timer dashboard is configurable to best fit your restaurant's specific needs. Empower your team to solve performance issues on the spot with a real-time view of your entire drive-thru operation.

### Personalize Your Dashboards

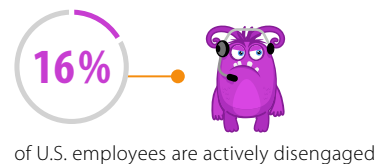
Customize your dashboard to match your drive-thru configuration and show the metrics that are most important to you. Display up to eight real-time events in Single, Dual, or Y-Lane configurations. Select pre-configured metrics or configure your own by tracking the time between any two detection points.

### Think Outside the Drive-Thru Lane

The ZOOM Nitro timer has flexible vehicle detection options like wired loops, wireless detectors, and ultra-sonic detectors to expand tracking to include vehicles outside the drive-thru lane. With an updated look and feel, the in-store dashboard helps to ensure speed and efficiency for mobile orders, curbside, and pull forward customers.



Employee engagement and workplace productivity are declining.



Beat the workplace slowdown with ZOOM Nitro Gamification!

# ZOOM Nitro Data

## Your Entire Operation at Your Fingertips

**HME CLOUD** WELCOME DASHBOARD REPORTS LEADERBOARDS SETTINGS SMACK TALK Logged in as HME Sales Demo

Rank	Store	Goal	Cars	Avg	%	Previous Daypart	Cars	Avg	%	Today	Cars	Avg	%
1	999101	150	200	85	90	1200	85	85	1200	85	85	85	85
2	999101	150	200	85	90	1200	85	85	1200	85	85	85	85
3	999101	150	200	85	90	1200	85	85	1200	85	85	85	85
4	999101	150	200	85	90	1200	85	85	1200	85	85	85	85
5	999101	150	200	85	90	1200	85	85	1200	85	85	85	85
6	999101	150	200	85	90	1200	85	85	1200	85	85	85	85

**Store 31437** Mar 27, 2015 - Mar 27, 2019 09:07:47 AM

Rank	Store	Goal	Cars	Avg	%	Previous Daypart	Cars	Avg	%	Current Day	Cars	Avg	%
1	3320	03:30	107	02:13	90	389	02:22	91					
2	37002	03:30	124	02:32	94	440	02:24	88					
3	11854	03:30	118	02:36	92	440	02:03	95	558				

Rank	Store	Goal	Cars	Avg	%	Previous Daypart	Cars	Avg	%
6	11854	03:30	134	03:03	92	457	03:24	54	591
7	4419	03:30	394	03:09	89	327	02:22	89	419
8	31437	03:30	67	03:12	89	266	02:40	77	333
9	17330	03:30	118	03:14	92	381	02:50	75	499
10	20553	03:30	123	03:14	83	451	02:36	79	574

Rank	Store	Goal	Cars	Avg	%	Previous Daypart	Cars	Avg	%
19	22758	03:30	129	03:51	54	401	03:35	46	530
20	5688	03:30	112	03:51	53	347	02:47	75	459
21	26133	03:30	86	04:01	34	274	02:46	77	360

**Bottom 3 Stores**

Lane Transactions

*HME CLOUD puts your entire enterprise at your fingertips. View multi-restaurant CLOUD dashboards or drill down into individual restaurants with detailed reports.*

### An In-Depth View of Your Entire Operation

Monitor the performance of all your stores from a web browser. Easily view rolled-up data to see what's working or what needs to change. Drill down into the details for one store or make large-scale comparisons, so you can easily pinpoint performance improvement opportunities.

### Your Data, Your Organization

Organize stores to easily manage your enterprise visibility and user access. Assign stores to District Managers, Area Managers, Store Managers, or anyone on your team. Create hierarchies like regions and districts, to mirror the way you do business.



“ It's great to be able to log in to the HME CLOUD throughout the day to monitor performance. I'm able to keep an eye on all my stores at once. ”

KIM SCOTT | MAJOR QSR OPERATOR

# HME

HOSPITALITY  
& SPECIALTY  
COMMUNICATIONS

®

## HM Electronics, Inc.

2848 Whiptail Loop  
Carlsbad, CA 92010

USA

[www.hme.com/zoom](http://www.hme.com/zoom)

Tel: (800) 848-4468

Fax: (858) 552-0139



## About HME Hospitality & Specialty Communications

HME was the first to develop and introduce the wireless drive-thru headset system for the QSR industry over 35 years ago. In 2014, we revolutionized the industry with our patented Wideband technology used with our high definition drive-thru communications system. Today we continue to lead the industry by supplying more restaurants with communication and timing systems than any other provider worldwide. Every day, quick service restaurants in over 140 countries fulfill more than 30 million orders using HME systems. HME offers a wide range of quality solutions for drive-thru, in-store, and retail operations backed by full services and support.



Visit our online training portal at [www.hme.com/training](http://www.hme.com/training) for unlimited access to videos, manuals, and other training materials.

Dial toll-free **(800) 848-4468** or call your local authorized HME dealer for more information.

© 2019 HM Electronics, Inc. The HME logo and product names are registered trademarks of HM Electronics, Inc. All rights reserved. LT19-02