

HyperView's ROI

How Does the HyperView Order Confirmation Board (OCB) Help Your Drive-thru?

- Improves Order Accuracy
- Increases Speed of Service
- Minimizes Employee Theft (requires your cashiers to ring up the sale)
- Reduces Food Waste
- Enhances the Customer Drive-Thru Experience

What is your return on investment (ROI) when you buy the HyperView OCB*?

Here's how you can assess your ROI potential:

Calculate your current total drive-thru dollar sales

Total annual sales.....= \$1,000,000
 Average % of annual drive-thru sales.....= 60%
 \$1,000,000 x 60%.....= \$600,000 annual drive-thru dollar sales

Increased sales from cross-sell/up-sell opportunities - you may see an increase of as much as 1.5% or more.*

Drive-thru dollar sales.....= \$600,000
 \$600,000 x .015.....= \$9,000 annual sales increase

Calculate your annual food waste reduction savings*

Annual drive-thru dollar sales.....= \$600,000
 \$600,000 x .0075.....= \$4,500 annual food waste reduction savings

At a typical 70% margin, your increased drive-thru revenue will be= \$5,300

At a typical 30% food cost, your food waste reduction savings will be.....= \$1,350

Total Dollar Savings Annually from the HyperView OCB.....= \$6,650*



*(Note: Additional savings may be generated from a reduction in employee theft and through increased customer satisfaction and loyalty)
 based on surveys of over 200 franchisees

Many HyperView customers realize an ROI in less than 11 months!

Increase Your Profits With HyperView!

What's important to your customers? **

- Order accuracy is important to 80% of your customers
- Speed of service is important to 70% of your customers
- Having an order confirmation board is important to 61% of your customers

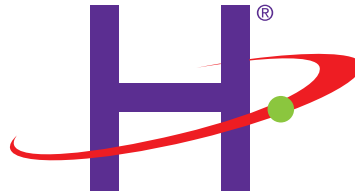
*** survey results from the 2007 QSR Magazine
Drive-Thru Study*

Other Benefits Of HyperView:

- Reduced Theft – HyperView confirms line item pricing, while displaying order total to the customer

- Improved Speed of Service – HyperView eliminates verbal confirmation of items ordered
- Improved Customer Satisfaction / Retention – HyperView provides faster service / more accurate orders
- Increased Sales – HyperView provides consistent, intelligent cross-sell / up-sell activity
- Reduced Food Waste – HyperView's visual verification ensures orders are entered correctly

HyperView enhances your customers' experience and also drives your bottom line!



HYPERACTIVE TECHNOLOGIES