

Improving queuing with Dunkin' Donuts

Challenge:

Dunkin' Donuts requested support to modernize in-store queuing processes at three New York locations.

Checkout changes make big difference to store experience

Tensator outfitted Dunkin' Donuts checkouts with a mini queuing station comprised of:

- Stanchions with company logos and brand colors (some posts filled with Dunkin' coffee beans!)
- Signage to guide customers to and through the queue
- Merchandising bowls and shelving
- QR code tracking on stanchion heads (linked to Dunkin' Donuts loyalty program)



Seeing strong results

Both locations saw marked improvements throughout the 12 week testing period, including:

- 25% uplift of coffee by the pound sales
- 10% boost in K-cup sales
- 400% increase of premium mug sales
- Boosted customer engagement and sales from Dunkin' Donuts perks program
- Improved labor efficiency, higher daily total transactions



Rave reviews!

"The new shelving and plastic bins help organize merchandise so it does not impede on-line guest space and eliminates a cluttered look."

"Most customers won't get out of line to grab a Munchkin cup or bottled water; this queuing system fixes that."