



esper

Parker's Kitchen

Esper takes new Retail Program to Market in 10 weeks

Parker's Kitchen saves 60% in OpEx with Esper's turnkey Android kiosk solution

In only a few months, Esper delivered a turnkey kiosk solution for Parker's customer loyalty program — deploying over 260 devices to Parker's Kitchen locations, saving 60% in OpEx.



60% Saving in OpEx



Increase in self-service purchases



10 week implementation

As one of the fastest growing convenience stores in the U.S., Parker's Kitchen averages a new store location each month. And it's no surprise because customers love Parker's for their exceptional leadership, novel store layouts, and unsurpassed customer service.

In a continued effort to put their customers at the center of Parker's business model, Parker's Kitchen CEO, Greg Parker, looked to deliver a self-service solution for their updated customer loyalty rewards program. In order to optimize the customer experience and quickly go-to-market, Parker reached out to Esper for the following solutions:

- A turnkey device management solution.
- Support with sourcing the right POS machines, printers, kiosks, and barcode scanners.
- No-touch remote device deployment, management, monitoring, and maintenance
- Real-time device analytics.



“ Parker's customers have high expectations, so we decided to develop the most robust convenience store loyalty program in the region by listening to what our customers want — and on Esper we made that a reality. ”

-Greg Parker
CEO Parker's Kitchen



Esper's solution

Esper partnered with a leading POS solution provider to support Parker's in quickly rolling out their updated loyalty program. The new kiosks, POS terminals, scanners, printers, and touchscreen monitors all came preloaded with Esper's custom operating system, Esper Foundation for Android (**Foundation**), making implementation a fast, and essentially touchless process.

Parker's is now thriving with their new customer loyalty program in place and enjoying the advantages of:

- **A fast implementation.** Esper and our POS partner coordinated to provide all hardware necessary to launch the new loyalty program, preloaded with Esper in just 10 weeks.
- **OpEx savings.** Customers are now able to self-service a number of transactions, saving Parker's a total of 60% in OpEx.
- **Consolidated resources.** Custom configurations built leveraging Esper's SDK allowed Parker's to consolidate the necessary in-store hardware — contributing to overall OpEx savings.
- **Accelerated GTM.** With Parker's new customer loyalty program in place, running on in-store connected devices, their customers can easily enroll in the program, manage their rewards accounts, set up payment options, and get credit card replacements — all through self-service.



“ We understand the urgency faced by organizations to provide excellent customer experiences at scale, and that's why we partner with best-in-class hardware manufacturers to help retailers rapidly transform their self-service customer offerings. ”

-Shiv Sundar

Co-Founder and COO at Esper.