Checkers, Rally's starts using 5 delivery services within single system-wide POS

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Checkers & Rally's are launching a new delivery platform that the chain said in a news release brings Uber Eats, DoorDash, Postmates, Grubhub and Amazon Restaurants delivery platforms together under one POS. Likewise, the brands said that through the use of integrations with Olo, customers can pick their favorite delivery service and while giving restaurant operators an easy way to fulfill those orders.

"While some of the biggest brands in QSR have committed to a single delivery service, we wanted to give Checkers & Rally's guests more ways to bring our amazing burgers, famous seasoned fries and exciting flavors to their front doors," Checkers Drive-in President and CEO Rick Silva, said in the release. "At the same time, we wanted to provide our franchisee community with a fully integrated platform that would make it easy and profitable to fulfill delivery orders. It's a perfect way to satisfy both our guests and our franchisees."

Unlike other delivery services, where restaurants have to add a new order-receiving tablet for each third-party delivery provider they use, Checkers and Rally's have created a process where orders from delivery services feed into a single POS system in the applicable restaurant's kitchen.

Likewise, the system system doesn't require cashiers to re-key delivery orders into the register since those orders are integrated directly into the POS system along with traditional drive-thru and walk-up orders. The chains said that leadership believes this will result in fewer errors, while saving time and labor costs.

"We knew that delivery had the potential to drive sales and profits for our restaurants in exciting new ways, but at the same time, we also knew that a technological innovation this significant had to be seamless for both our guests and our franchisees," Silva said. "We took the necessary time to test and refine our delivery technology and seamlessly incorporate it into our operating systems so that we can now offer our guests and our franchisees the easiest and most inclusive delivery program in the category."

The brands have now centralized the entire business model for its operators and franchisees by creating a single point of contact for all delivery services, including contract negotiations, technology support, training and menu management. Jointly, Checkers and Rally's have 900 restaurants in their systems nationally.