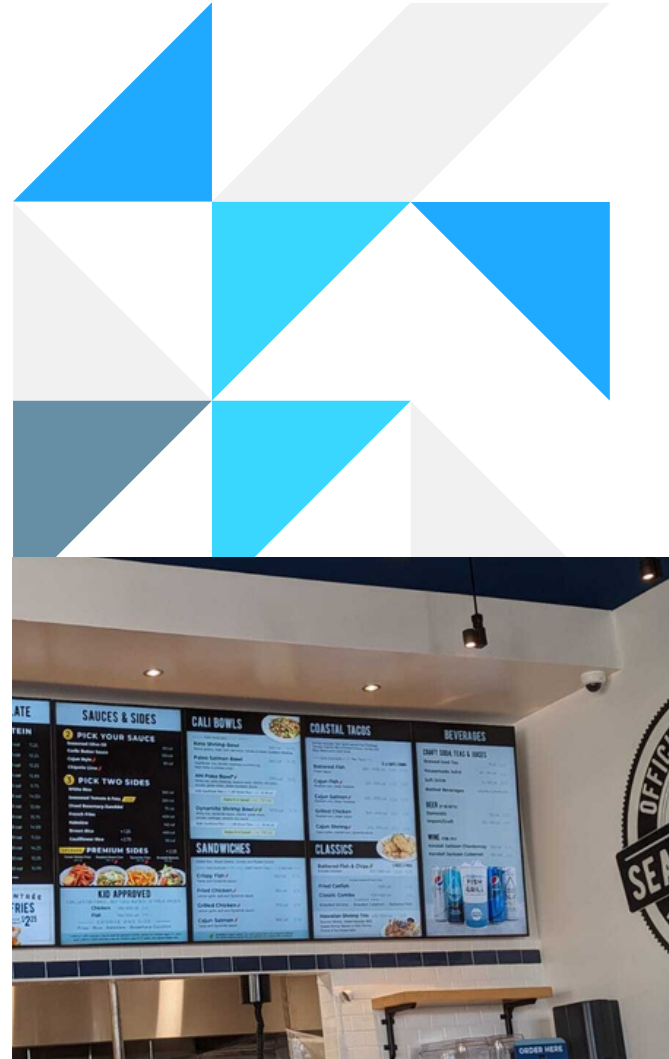


NorthStar's Transformative Digital Partnership with California Fish Grill and OSM Solutions

Unlocking the Future of Restaurant Technology: NorthStar's Visionary Partnership with California Fish Grill and OSM Solutions

In the highly competitive world of restaurant technology solutions, innovation is the key to success. NorthStar, a prominent player in this field, embarked on a game-changing partnership with OSM Solutions and their Menuboard Manager® content management system for digital signage, to redefine how restaurants engage with their customers and streamline their operations. This case study delves into the successful collaboration and its profound impact on the restaurant industry. NorthStar has been working with California Fish Grill over the last 12 months adopting Menuboard Manager® with NorthStar Order Entry's integration for 54 existing stores and new stores within the last year. The 54 existing stores had compatible Samsung screens, so with a 5-minute installation process, Menuboard Manager® was up and running quickly on each screen.



CHALLENGE

NorthStar recognized the need for innovative solutions that would empower restaurants to enhance customer engagement and operational efficiency. They aimed to provide their clients with digital menu board solutions that not only showcased menu items but also revolutionized partner experience through their technology stacks which are inundated with multiple different systems and platforms to manage. They wanted to look to simplify – bring it into a single solution.

SOLUTION

The integration between NorthStar and OSM Solutions' Menuboard Manager® resulted in the development of amazing time-saving solutions.

NorthStar Order Entry's integration streamlines deployments because the brand can publish the same menus to all store locations. Each store's menu pricing is then automatically pulled from NorthStar Order Entry onto the menu boards, making system-wide menu changes quick and easy!

The integration between Menuboard Manager® and NorthStar Order Entry provides automatic price updates on a nightly schedule, with only a single point of data entry.

In addition to menu pricing updating, 86ed items and out-of-stock items show in real-time so no one will be left trying to find out if something is available to order.

These dynamic displays offer customers an interactive and visually engaging way to explore menu options. With captivating graphics and intuitive layouts, these boards make ordering easier and more enjoyable, enhancing the overall dining experience

IMPLEMENTATION

NorthStar seamlessly integrated these digital menu board solutions into their clients' operations, demonstrating their commitment to providing end-to-end support. The implementation process was smooth and efficient, minimizing disruptions to daily restaurant activities.

RESULTS

The impact of NorthStar's partnership with OSM Solutions was transformative:

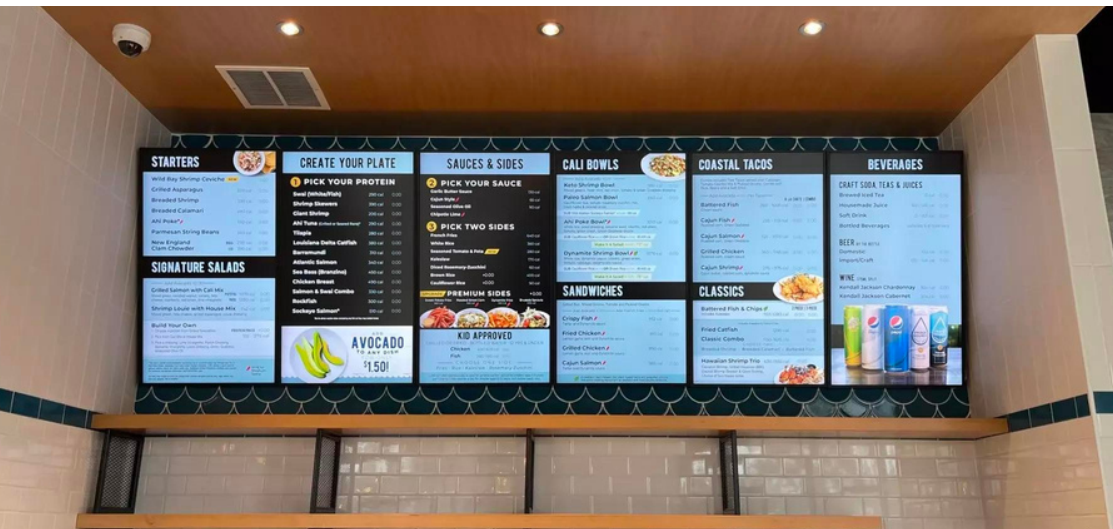
Enhanced Customer Experience: The digital menu boards make ordering more accessible and enjoyable for customers, resulting in increased customer satisfaction and repeat business.

Competitive Advantage: Restaurants equipped with NorthStar and Menuboard Manager® digital menu board gained a competitive edge in the market by offering a more modern and efficient dining experience.

Positive Feedback: Restaurant owners and managers lauding the innovative solutions, noting improvements in both customer feedback and operational efficiency.

CONCLUSION

NorthStar's partnership with OSM Solutions exemplifies the power of innovation in the restaurant industry. By introducing indoor and drive-thru digital menu boards, they not only enhanced the customer experience but also revolutionized restaurant operations. This successful collaboration solidifies NorthStar's position as a leader in restaurant technology solutions and demonstrates their commitment to driving positive change in the industry.



TESTIMONIALS

“Menuboard Manager has been a game changer for CFG. We had another CMS and DMB system and it wasn’t even 1/2 of what we can do with Menuboard Manager with NorthStar. Thank you for all the great work and updates, allows us to be nimble and perform price and menu changes instantly.”

PATRICK WAIYAWAYTAR

VP of IT at California Fish Grill

“The Northstar OSM partnership has allowed us to more freely change our digital content without having to pay a third-party to manage and deploy content. Price updates are seamless and the out of stock feature has been a life saver for our in store teams. Additionally, we are excited about the future possibilities NS/OSM are working on with on screen guest checks at our point of purchase screens”

JAY HASKELL

Director of Restaurant Systems at California Fish Grill

For more information about this integration and what it can do, please reach out to Allie.Haskell@CBSNorthStar.com or visit us at www.cbsnorthstar.com

