ZOOM Nitro®
Drive-Thru Optimization System
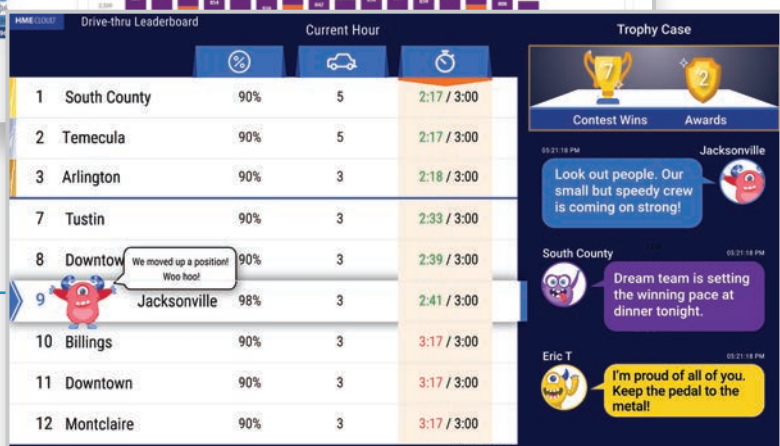

ZOOM Nitro Timer

HME CLOUD® Reporting

ZOOM Nitro Gamification

INCREASE SPEED OF SERVICE.

ENGAGE CREWS.

ENHANCE THE CUSTOMER JOURNEY.

ZOOM Nitro
The Total Experience Platform
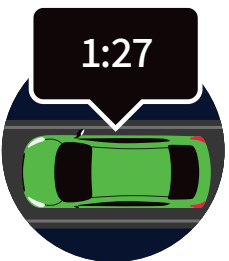
More Than a Timing System

To stand above the competition, you need more than a timer. The ZOOM Nitro drive-thru optimization system is flexible, customizable, and provides data-driven results while keeping your team motivated and engaged. Whether you need tools for one store or an enterprise, ZOOM Nitro has the tools you need to provide better service to every customer, every time.

Because Everyone Wants to be #1

An improved customer experience starts with an engaged crew. ZOOM Nitro increases crew motivation by feeding their natural desire for competition, achievement, and recognition. Make every day enjoyable and keep your team excited for their next shift with contests, awards, real-time feedback, avatars, and Smack Talk. Increasing car counts and improving speed of service has never been this much fun.

ZOOM Nitro Timer
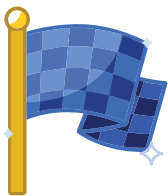REAL-TIME DATA FOR IMMEDIATE RESULTS

The ZOOM Nitro Timer provides actionable insight for key areas of your drive-thru operation, including mobile order pickup and pull-forward, to enable informed decisions that keep your restaurant moving quickly.

ZOOM Nitro Gamification
GAMIFIED PERFORMANCE RANKING FOR ULTIMATE ENGAGEMENT

Turn your team into a car count-crushing alliance. Earn prizes and awards for beating the competition and achieving your goals. Gamification fuels the competitive spirit of every crew member, store manager, and operator.

ZOOM Nitro Leaderboard
PERFORMANCE RANKING FOR A MOTIVATIONAL BOOST

See how your store stacks up against others in real time. Compare speed-of-service metrics and motivate your team to outperform all others.

ZOOM Nitro Data
YOUR ENTIRE ENTERPRISE AT YOUR FINGERTIPS

Manage your enterprise, view real-time data and historical reports for all your stores with only a few clicks anytime, anywhere.

ZOOM Nitro Timer
Make Every Second Count

Maximize your drive-thru results when you pair your ZOOM Nitro Timer with Gamification.
subscription required.

YOU WON!
#5434
South County
% CARS MET GOAL
90 %

Designed with Your Team in Mind

With 30% larger graphics than our legacy system, it's now easier than ever to see critical information at a glance. The ZOOM Nitro dashboard is specifically designed with large, eye-catching graphics and an intuitive landscape layout that enables a more purposeful use of dashboard space.

Newly Engineered for Tandem Drive-Thrus

The ZOOM Nitro Timer takes tandem operations to the next level with enhanced dashboard graphics, tandem-specific detection logic, and cloud-based reporting. Empower your team to solve performance issues on the spot with a real-time view of your tandem lane. ZOOM Nitro is the in-store diagnostic tool that enables your team to instantly identify bottlenecks and quickly take action to keep cars moving, maximize car counts, and increase your bottom line.

Label Your Detection Points

Create unique titles for independent detection points, such as pull-forward and mobile order pickup, to visually represent all key areas of your location on the realtime dashboard and in performance reports.

A Calculated Approach for Serving More Cars

Measure drive-thru capacity in real time by calculating speed, past performance, and current bottlenecks. ZOOM Nitro's drive thru-put keeps teams engaged in their restaurant's capacity and motivates them to serve a target number of customers every hour.

Simplified Data Management

Retrieve your data for one store or multiple at any time with the DXS API. There's no need to wait for a specified data transfer time. It's your Raw Car Data; access it at your convenience. It's a faster and easier way to collect and automatically retrieve data from your timer. And because HME maintains security and control, you can rest assured your data is safe and protected.

Performance Alerts for When It Matters Most*

It's now easier than ever to stay on top of your drive-thru goals with all-new integration between the ZOOM Nitro Timer and the NEXEO | HDX™ communication platform. ZOOM Nitro delivers performance alerts to your team member's headset, stating exactly which metric needs their immediate attention. Provide critical insight to the right person at the right time and enhance awareness to key events like when a customer exceeds your specified lane total wait time.

Easily Mix and Match Detection

Unlike other systems, ZOOM Nitro was especially developed to easily complement your existing technology. Whether its wired loops, wireless, or ultra-sonic, all methods work seamlessly to increase your timer's visibility. Plus, you can connect up to eight TSP60 devices, enabling you to configure up to 64 detection points on your timer dashboard. Regardless of your configuration, ZOOM Nitro is the hybrid solution that delivers the unparalleled visibility and insight you need to surpass service expectations and maximize profitability.

ZOOM Nitro Gamification
Engage Your Team, Beat the Competition

Next Level Multi-Store Competition

Designed for more than just fun, ZOOM Nitro Gamification uses game psychology to make the day-to-day restaurant routine engaging. Crews find it exciting to work together toward one common mission — be the best! Supercharge your crew's competitive spirit and motivate them to provide faster service and maximize car counts. Do you have what it takes to be #1? Take the competition to the next level with contests, awards, real-time feedback, and Smack Talk.

Challenge Accepted!

Game-based engagement works. Companies that use gamification have seen a 48% increase in employee engagement with 90% of employees being more productive. When employee performance improves, speed of service improves.

> **It's an easy way to get everyone involved and working towards the same goal.**
>
> JESSICA L.
> QSR OPERATOR

Leaderboard counts down to the start of a contest, building anticipation and motivating crews to push performance during the contest period.

Smack Talk enables interaction with other stores and helps you motivate managers and crews when they need it the most.

89% of employees are more productive when they use gamification.

88% of employees say game-based engagement makes them feel happier.

87% of employees say game-based engagement creates a greater sense of belonging and purpose.

Source: TalentLMS Gamification Survey

Avatars

Unleash the monster within. Choose the avatar to represent your store, customize it, and bring your store's zeal, grit, and drive, to life. But don't let the friendly appearance fool you. There's no stopping these monsters' drive to win.

Contests

Easily and quickly, create your own multi-store matchups, scheduled in advance or on the spot. Simply select the restaurants you want to include, the competing metric, and the length of the contest. Keep the contest within your organization or challenge other operators. Contests are the most popular feature among crews. Don't be surprised when managers ask when the next one will take place!

Awards

Awards promote a feeling of accomplishment and motivate your crew to meet and surpass store goals, in addition to beating the competition. Choose from pre-configured awards like the Speedster Award — fastest speed of service for the day — and show off all your awards on the Nitro Gamification Leaderboard trophy case.

Real-Time Feedback

The combined power of live drive thru data and ZOOM Nitro intelligence results in automated notifications that coach crews throughout the day. Real-time feedback gives crews the information they need, when they need it.

Smack Talk

In just a few clicks, create and send custom mobile-friendly messages to one or multiple stores. Custom Smack Talk encourages and supports crews and managers while promoting a fun and stress-free restaurant culture. Plus, it connects owners and supervisors to all their restaurants, providing them with full control over the messages exchanged between stores and enabling a messaging experience tailored to specific organizational needs.

ZOOM Nitro Leaderboard
Outperform Others to Reach the Top

Boost Motivation, Improve Performance

For crews who need the extra boost, multi-store ranking is an easy way to improve motivation and encourage better results. For crews actively motivated, it increases their drive to go the extra mile. Rank stores based on car counts, service times, or a different competing metric. The ZOOM Nitro Leaderboard makes it easy to coach and celebrate your team, resulting in greater engagement and improved results across your organization.

Group Stores Your Way

Group high-performing stores to determine the top winner. Group lower-performing stores to make the rivalry more evenly matched. Keep key differentiators in mind like drive-thru configuration and traffic volume as you set up your Leaderboard groups for best results.

Top three performing restaurants display at top.

Your restaurant is marked with a blue arrow.

The selected ranking metric will be highlighted orange.

Customize the Leaderboard

Create and edit custom settings templates to reflect your organizational needs. Easily customize a Leaderboard template and apply it to one, multiple, or all stores on your account. Custom templates enable organizational consistency and significantly reduce setup time.

ZOOM Nitro Data
Your Entire Operation at Your Fingertips

HME CLOUD® puts your entire enterprise at your fingertips. View multi-restaurant CLOUD dashboards or drill down into individual restaurants with detailed reports.

An In-Depth View of Your Entire Operation

Monitor the performance of all your stores in interactive and responsive views that allow you to quickly focus on the information most critical to your organization. Easily view rolled-up data to see what's working or what needs to change. Drill down into the details for one store or make large-scale comparisons, so you can easily pinpoint performance improvement opportunities.

Your Data, Your Organization

Organize stores to easily manage your enterprise visibility and user access. Assign stores to District Managers, Area Managers, Store Managers, or anyone on your team. Create hierarchies like regions and districts to mirror the way you do business.

> " It's great to be able to log in to the HME CLOUD throughout the day to monitor performance. I'm able to keep an eye on all my stores at once. "
>
> KIM S. | QSR OPERATOR

HME

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About HME Hospitality & Specialty Communications

Founded in 1971, HME was the first to introduce the wireless drive-thru headset system to the restaurant industry. Today, our solutions are paving the way for a new era of restaurant operations and redefining the customer experience. Our patented Wideband HD Audio continues to deliver an unmatched voice clarity for drive-thru communication. HME drive-thru optimization systems are reenergizing crews and maximizing business growth worldwide with innovative game-based engagement. Every day, restaurants in over 140 countries fulfill more than 30 million orders using our systems. HME offers a wide range of quality solutions for drive-thru, in-store, curbside pickup, and retail operations backed by full services and support.

Visit our online training portal at www.hme.com/training for unlimited access to videos, manuals, and other easy-to-use training materials.

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