

# KFC BARBADOS STAYS AHEAD OF THE GAME WITH XIBO SIGNAGE



## ABOUT KFC

KFC is a global fast food brand with a rich, decades-long history of success and innovation. It all started with one cook, Colonel Harland Sanders, who created a finger lickin' good recipe more than 75 years ago. Today, KFC still follows his formula for success in more than 25,000 restaurants in over 145 countries and territories around the world. KFC Barbados has 11 restaurants all currently running Xibo Signage.



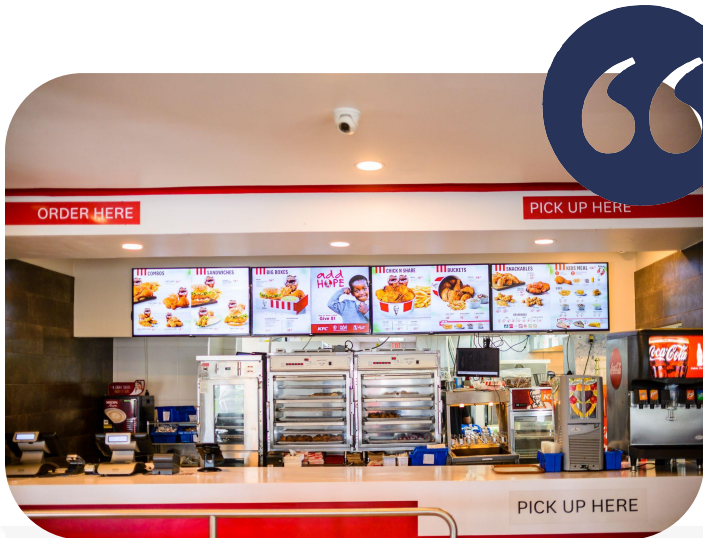
## THE CHALLENGE

KFC Barbados wanted to remain one step ahead of their competitors, and traditional printed posters were becoming costly and time consuming to replace regularly. Image quality was often not to standard and Stuart Davis, Digital Business Analyst for KFC Barbados, wanted to look for a solution that he could integrate into his 5 year digital transformation plans.

## THE SOLUTION

KFC Barbados started using Xibo in 2017, and currently operates Xibo across all of its 11 restaurants within Barbados, using Xibo in the Cloud, Xibo for Android and the DSCS9 Media Player on each screen.

Currently, the digital signage is in the form of Digital Internal Menu Boards operating with 1 DSCS9 device on each screen and 4 - 5 screens per restaurant. But KFC Barbados is looking to start introducing external screens to the restaurants as well.



“We wanted something that was robust, especially the hardware. We did lots of trials with other hardware but the DSCS9 hardware really stood out.”

**STUART DAVIS,**  
**Digital Business Analyst**

## THE BENEFITS AND RESULTS

Moving to Digital Signage from traditional print media allowed KFC Barbados to:

- Reduce printing costs
- Save time on manually distributing and installing printed posters
- Rapid testing of promotional campaigns
- Reduce risks in a Covid Environment

Stuart noticed a difference in the actions and reactions of consumers and internal customers since the Covid-19 Pandemic.

“Expectations have risen and everyone now wants digital. In a Covid Environment, Digital Signage really allows you to be efficient without taking the risks of being in close contact with other people.” **STUART DAVIS, Digital Business Analyst**

At the same time, consumers are wanting something that not only looks visually appealing but provides instant, up to date information. According to Stuart, “If you aren’t digital and you don’t have the latest technology, you are behind. Xibo keeps us ahead of competitors and ticks all the boxes.”

After implementing Xibo, not only did KFC Barbados have the competitive edge, but they **cut their signage costs by 50%** and saw an average **increase in customers spend of 30% more per order**. Customer Experience also greatly improved with more customers walking into the restaurant and people coming in just to admire the digital screens.



“There are a lot of limitations with other software packages where you can only change certain parts of the screen. But we have some screens with full animation, and some screens with partial animation exactly where we want to put it. So there’s a lot more flexibility.” -

**STUART DAVIS, Digital Business Analyst**

## WHY XIBO

KFC in Barbados chose Xibo as their Digital Signage provider for the following reasons.

- Cost Effective
- Features of Xibo provided everything KFC needed
- Easy to operate
- Problem free customer service experience



"Xibo just came at a perfect time for us. I don't see us going anywhere, anytime soon."

**STUART DAVIS,**  
**Digital Business Analyst**



If you'd like to find out more about how Xibo Signage is helping other businesses within the Hospitality industry, or would like to implement digital signage across your restaurant, cafe or hotel, then please get in touch via [sales@xibosignage.com](mailto:sales@xibosignage.com)

