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NEWS from Skip!
FOR IMMEDIATE RELEASE

**QSR Trends: NEW Skip™ Mobile Order Platform Drives
Same Store Sales Increases in the QSR Channel**

Introducing Skip™ ...a patent-pending software platform break-through designed for consumers to place food orders using standard text messages to participating Quick Service Restaurants (QSRs) from any mobile device *without downloading a mobile app*. Skip's convenient "app-less" text-to-order and pay solution **improves participating QSR service speed, order accuracy and customer experience**. Skip doesn't threaten to replace QSR apps, but works alongside these apps to provide a text-based mobile ordering solution to a wide market of app-resistant consumers who are reluctant or unwilling to download or consistently use an additional app onto their mobile device.

Skip helps operators increase same store sales growth

QSR operators like Skip because it integrates with most QSR POS platforms, sends the order through existing POS order channels and drives positive results on Key Performance Indicators (KPIs) including:

- Higher guest count
- Increased average ticket increase
- Increased speed of service
- Decreased customer order stress
- Increases frequency of visits

Skip improves customer experience

Consumers like Skip because it allows them to text an order like any text message, provides a link option to access the QSR's full menu, and holds their order in the cloud until prompted to release so food is fresh for pick-up.

(Continued)

Fast Food

- Customers made 12.4 billion trips through fast food drive-thrus in 2011 and 2012¹
- In 2016, Fast Food generated \$228 Billion in revenue²
- 50 to 70 percent of fast food sales come thru drive-thru windows³

Text Messaging Facts

- Texting is the most widely-used and frequently used app on a smartphone, with 97% of Americans using it at least once a day⁴
- Over 6 billion text messages are sent in the U.S. each day⁵
- The average Millennial exchanges an average of 67 text messages per day⁶
- Over 80% of American adults text, making it the most common cell phone activity⁷

The Opportunity

Skip intends to create a large footprint of value for America's restaurant goers. There are 295,000 fast food restaurants in the U.S. Skip optimizes ordering by integrating text messaging, mobile web and POS systems. Skip's on-demand ordering solution is app-less and ready to go on every smartphone.

Contact Us

To learn more, call 800.856.3834 (press "1" for sales or Email to info@digitalbaron.com

* Sources:

1. The NPD Group 2012; 2. IBIS World 2018; 3. QSR and Insula Research 2012; 4. Pew Internet 2015; 5. Forrester 2015; 6. Business Insider 2013; 7. Pew Internet 2013.