



Rapid franchise growth and customer demand for contactless ordering and delivery drove The Halal Guys to select a scalable POS platform that streamlines back of house operations and the customer experience across channels.

Founded in 1990 in New York, New York

Largest American halal street food concept in the world

Began expansion in 2014, now over 90 restaurants worldwide



History

When The Halal Guys opened up their first food cart in 1990, it quickly became a leading destination in New York City for American halal fare. Years later, they embarked on a new adventure — expanding their authentic halal cuisine beyond food carts into restaurants.

By 2020, The Halal Guys had opened over 90 restaurants globally, and grown into a world- renowned restaurant chain. With their rapid growth and ongoing plans for expansion, the team from The Halal Guys knew they would have to reassess their technology needs. They wanted a fast and reliable POS platform that could be quickly and easily deployed across locations. They also sought a solution that would help streamline operations and reporting while enhancing the customer experience.

The Challenge

The needs of The Halal Guys' customers were evolving, with a growing expectation of seamless transactions for online order and pick up. The restaurant's leadership team made the decision to move to Revel's cloud-based POS solution as it provided a technology platform that met its operational requirements to scale while also providing a seamless customer experience across channels. Revel's customer-focused approach would help ensure that customer experience was at the forefront of The Halal Guys' strategy for growth.

Additionally, with Revel's track record for innovation, The Halal Guys team was confident that they would be able to not just survive, but thrive, as they continued to grow their brand.



Solution

As Margaret Carrera, Chief Development Officer, The Halal Guys shared, "When we were considering Revel, we saw it as the most compatible POS system for The Halal Guys because it supported franchisees, team members and loyal customers."

The implementation of Revel went smoothly, thanks to the platform's user-friendly interface and easy menu programming, coupled with the low cost of implementation and ability to set all the new systems up quickly. Revel was live at more than 60 locations in three months.

Additionally, thanks to the many industry partnerships and open API offered by Revel, The Halal Guys were able to mesh their existing rewards program with the

new POS. Leveraging Punchh for customer loyalty and Chowly for delivery management services — both Revel Integrated Partners — The Halal Guys restaurant operators were able to house a variety of key solutions within a singular, integrated platform and dashboard.

The Halal Guys started the Revel implementation at 21 locations, followed with a goal of rolling out the solution at 62 additional locations.

Now, The Halal Guys can move ahead with their future franchise plans with confidence as they know they have responsive technical support, reporting and the ability to scale as needed from their partnership with Revel.

"The most beneficial feature is that the whole system is cloud-based, which means our franchisees and corporate development team can access data from anywhere, allowing us to oversee and troubleshoot inventory, employee management, sales reporting and much more."

**Margaret Carrera, Chief Development Officer,
The Halal Guys**



For more information, please visit revelsystems.com or call +1 (833) 437-3835