



For the burger chain Carl's Jr. in Denmark, Sprinting Software has developed a fast-food shopping app where customers can order items in the app while being in the restaurant or on their way. The app is a showcase in excellent user experience and fast time to market.

About Carl's Jr.

Carl's Jr. in Denmark is a Salling Group owned franchise business licensed from the American burger chain Carl's Jr.

Some 20 Carl's Jr. restaurants are already opened in Denmark and the chain is growing. Carl's Jr. sells high quality burgers prepared over open fire in the restaurant.

Excellent and intuitive UX

The purpose of the new app-based shop is to support Carl's Jr. to give customers a self-service option, and to create yet a revenue channel for the restaurants.

The app has been built with keen attention to the user's experience. It has a very intuitive user interface, and the customer can easily navigate and order.

The customer can toggle between menus and single products and select the desired food. The user interface assists the customer in selecting combinations and presents additional selection options.

Short time to market

The app is based on the Sprinting Software developed fast-food and catering e-commerce platform, which is used across multiple Salling Group food brands.

The platform has a solid administrative backend and powerful technology for creating

a fully tailored frontend for each individual company.

Basing the solution on this platform meant that Carl's Jr. could launch their new e-commerce solution and app in just 4 months.

Strong result

Supply & Brand Manager at Carl's Jr. Tina Petersen says, "Sprinting Software has delivered a preorder & pay app integrated with our POS system in only 3.5 months.

The result is so good that the American owners of the Carl's Jr. brand are following our launch with great interest. We give our best recommendations to Sprinting Software".

Screenshots from Carl's Jr.'s app

