

## Carl's Jr. offers high-tech menus

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Airports, post offices and big-box retailers have long been using touch-screen kiosks and self-checkout lanes to give customers more freedom, ease long lines and, in some cases, cut labor costs.

Now that technology is beginning to translate into the quick-service restaurant industry, and Star Chasers Oklahoma Inc., the statewide local franchiser of Carl's Jr., is leading the way.

Over the past year, Star Chasers Oklahoma has installed touch-screen kiosks in 31 of its 39 restaurants in Oklahoma and Wichita Falls, Texas, making it one of the few quick-service restaurant chains in the country to use the self-service model at a franchisee or corporate level.

"There's no other restaurant chain in this part of the country that has them," said Troy Beats, vice president of marketing for Star Chasers Oklahoma. "At the time we started this test, which was less than a year ago - and things have changed rapidly - the closest of this type of kiosk machine was either in Denver or in Chicago or in Houston."

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