



Curbit is Real-Time Order Orchestration for Restaurants

HOW IT WORKS

Curbit's real-time order orchestration synchronizes kitchen workflow with off-premise channels.

Capacity Management: Ticket times dynamically adjust based on real-time kitchen capacity, optimizing throughput without overstraining the team

Real-Time Guest Communication: Automated SMS keeps guests informed from order placement through pickup

Intelligent Kitchen Insights: Analytics give Ops teams the data to fine-tune execution across locations

Together, these capabilities maximize kitchen throughput, reduce order dwell time, and ensure every guest receives their food at peak quality — hot food hot, cold food cold.



SmashBurger

THE PROBLEM

Smashburger's digital ordering had a gap: Static promise times, no kitchen-to-guest communication, and no throttling during peak hours. Guests arrived to uncertainty and cold food.

THE 90-DAY A/B TEST

30 stores with Curbit: Dynamic quote times, real-time SMS updates, kitchen insights
30 stores as Control: Static quote times, no guest communication

THE RESULTS

Within 90 days, Smashburger locations utilizing the Curbit reported material improvements.

22%

Increase in Guest Repeat Rate

Demonstrating the effect of a more personalized and efficient experience on customer loyalty.

84%

Improvement in Order Timing

Reduced food dwell and guest wait times led to improved food quality and guest sentiment.

11%

Increase in Google Review Ratings

Directly correlating to the improved guest experience.

"With digital ordering, you have one chance to win over a first-time guest and very little margin for error with a returning guest. Curbit has exceeded our expectations by ensuring the Smashburger pickup experience is reliable and transparent for our guests."

Veronica Luna, Director of Digital Business Channels, Smashburger

"Before Curbit, we were dealing with customer complaints about wait times, and that all went away once Curbit started."

Rod Boyer, VP of Operations, Smashburger