



CASE STUDY

Cleveland Clinic

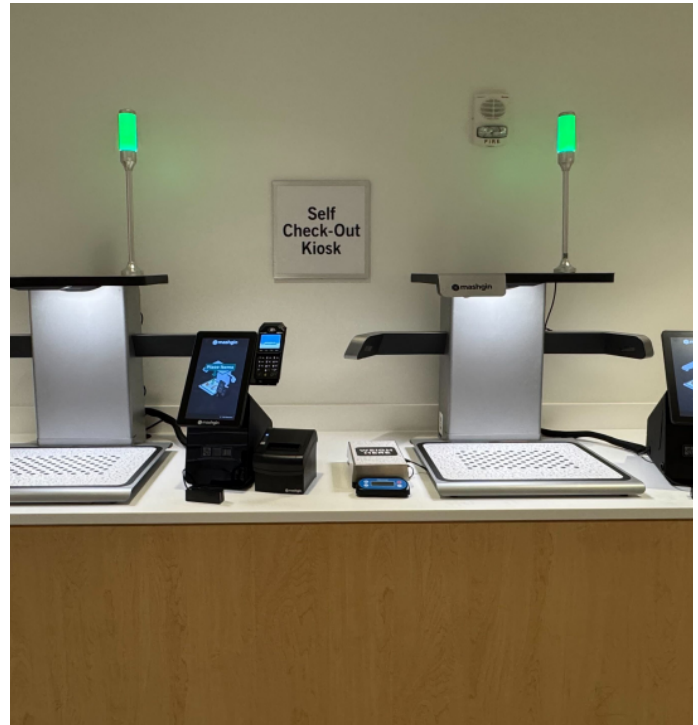
How one of the world's busiest hospital cafeterias moved 3.5X more people through checkout.

The challenge

Cleveland Clinic operates one of the busiest, most advanced hospitals in the world — its cafeteria serves roughly 5,000 healthcare workers per day in a relatively compact footprint. The site is so high-volume that it is home to one of the busiest Starbucks in the world and partners with Coca-Cola to pilot new products before they reach the market. Before Mashgin, checkout during the 11 a.m.–1 p.m. rush relied on a small cashier team utilizing traditional self-checkout stations. This created a bottleneck when thousands of doctors, nurses, and staff hit the lines at once, with only minutes to eat between shifts.

As part of a broader expansion of the cafeteria, Cleveland Clinic and Morrison Healthcare needed a checkout experience that could:

- Move thousands of employees through the line fast during compressed meal periods
- Handle packaged food, grab-and-go, and made-to-order hot items in one quick transaction
- Accept employee badge / payroll-deduct alongside cards



The solution

Cleveland Clinic launched AI checkout with a single Mashgin kiosk on May 23, 2023, and adoption climbed steadily. By late summer 2024, that one unit was carrying the cafeteria's entire checkout load, and a single point of checkout was becoming the constraint.

A single kiosk that performs well at 200 transactions a day becomes a chokepoint at 500, and a liability on an 880-transaction day — because checkout demand is not flat. It spikes. With one unit, every guest in the lunch wave funnels through a single point, and the room's throughput is capped by whatever that one device can clear. Morrison Healthcare scaled the Mashgin deployment from one kiosk to three, and then to five.



The impact

Sales Performance

Moving from one Mashgin kiosk to five lifted daily checkout capacity from a practical ceiling of about 500 transactions to roughly 1,750 — a 3.5× expansion in cafeteria throughput.

KEY RESULTS

3.5X

INCREASE IN CAFETERIA THROUGHPUT

100%

YOY GROWTH IN MASHGIN TRANSACTIONS
(2024-2025)

11.3 SECONDS

AVERAGE TRANSACTION TIME

80%

REDUCTION IN AVERAGE TRANSACTION TIME

Transactions rose in step with how fast Mashgin kiosks could process them, the signature of a throughput-driven result rather than a pricing-driven one. At an 11.3-second median, each Mashgin kiosk can clear on the order of ~310 transactions per hour at full tilt.

Labor & Staffing Optimization

While checkout became dramatically faster, the focus remained on serving peak demand with a lean front-of-house team.

Prior staffing model included:

- Seven team members responsible for every function
- Severe checkout bottlenecks during the 11 a.m.–1 p.m. lunch rush
- Insufficient time for restocking and hot food preparation
- 7 lanes all handling cash, which led to shortages and time lost counting cash

With Mashgin handling the majority of checkout volume:

- Staffing reduced from seven team members to one, cutting labor costs while increasing speed of service
- Lunch rush handled without checkout bottlenecks
- Staff freed to cover guest assistance, restocking, cleaning, and hot food prep
- Daily checkout capacity raised 3.5×, to roughly 1,750 transactions
- Of the 7 lanes, only 1 now handles cash, eliminating the extra time previously spent on cash counting

NOTE: STAFFING WAS REDUCED DUE TO INCREASED CHECKOUT THROUGHPUT, NOT A DECLINE IN CUSTOMER DEMAND.

Feedback & Satisfaction

GUEST FEEDBACK

“
I see a lot of patients every day. Being able to actually get in and out of the cafeteria now has been really nice.

“
Cleveland Clinic always has long lines but lately the lines have been much better after the new Mashgin checkout machines were installed.

“
Great food, even better service!

MORRISON HEALTHCARE FEEDBACK

“
“Between 11 a.m. and 1 p.m., thousands of people hit at once. The challenge is getting them through quickly — and Mashgin dramatically improves that flow. Throughput is our biggest challenge — getting thousands of people through quickly and efficiently. Mashgin helps us do that in a timely manner.”

Bill Bolton
Director of Retail Operations
Morrison Healthcare at Cleveland Clinic

Bottom line

With five Mashgin kiosks in place, Cleveland Clinic's cafeteria transformed a single-point checkout bottleneck into scalable, parallel capacity. The renovation grew demand, but it was the kiosk expansion that allowed that demand to actually be served, lifting daily cafeteria throughput 3.5× while keeping the guest experience fast and consistent. Just as importantly, higher throughput let the team redeploy staff from registers to guest-facing roles like restocking, cleaning, and hot food prep, without sacrificing service. For Morrison Healthcare, the result was a checkout architecture that scales with demand rather than constraining it, letting revenue follow throughput.

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