



7 Restaurant Technologies Crucial to Business Success

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If there is one thing that the year 2020 has taught us, it is that we may never know *precisely* what the future will hold. Just when the industry thought it understood what it took to make a restaurant successful, a global pandemic hit that completely altered restaurant operations.

While navigating these industry changes has been challenging for everyone, we have learned a few lessons that will prove instrumental. The first is that restaurants must be agile, adaptable, and flexible for restaurants to survive.

The second is that integrated, high-quality restaurant technology is even more critical to restaurant success than we previously thought.

Here are the seven most important restaurant management solutions crucial to business success:

1 Online Ordering

According to online data site Statista, revenue from the online food delivery segment is projected to reach over \$26 million in 2020. That's a 20.2% increase in revenue from online ordering over last year.

Rather than relying on a middle man to take orders from customers and enter them into the POS, online ordering allows customers to order their meals from the comfort of their homes, offices, or wherever is most convenient for them.

These orders are then transmitted directly to the POS, without needing an employee to handwrite order tickets and submit them to the kitchen. Orders can be sent directly to the POS and kitchen displays simultaneously.



Online ordering allows restaurants to capitalize on customer conveniences and improve the way incoming orders are managed. Online ordering is easily tracked and recorded, offering better data on each customer and allowing restaurants to leverage special promotions based on customer ordering history. On top of that, online ordering software often includes upselling prompts that help increase order sizes.

This service is not only increasingly important during a pandemic, but can help restaurants recoup lost sales by offering new services like alcohol-to-go. Restaurants can leverage alcohol to-go to recoup 20%-30% of pre-COVID revenue from lost alcohol sales.

2 Delivery Management

Especially during trying times like these, offering delivery is critical for restaurants. Before the pandemic, the use of delivery had been increasing. COVID-19 just spurred this shift along.

Customers are not only concerned for their safety nowadays, but they are also busier than ever, rarely having the free time required to venture out and dine on-premises or pick up orders at your location.

Because of this, you must employ restaurant management software that equips you to handle these operations. You'll want turn-by-turn delivery routing for your drivers to ensure they find the quickest way to each customer's house. Plan and complete deliveries as efficiently as possible with zoning. Driver management and dispatching features allow you to know which drivers are completing which deliveries and the best times to send drivers out on new deliveries.

Your drivers must be held to standards of responsibility to keep your liability to a minimum. Road-ready alerts keep you informed of drivers' insurance and license expirations, keeping your drivers up-to-date and legally authorized to drive.



3 Customer Loyalty

These days, customer loyalty is more important than ever. Customers are having tough times, and are therefore being conscious of their spending.

Staying in touch with them during these challenges is essential to keeping your business top-of-mind.

The key to customer loyalty is rewarding your most loyal customers since they play a big part in contributing to your regular business and sales. Email and text-based marketing are great ways to reach your customers—most consumers have email and text capabilities. If you reward them with quality offers, they'll thank you with their continued loyalty.

Loyalty programs integrated with your restaurant POS, website, and mobile app, increase your sales by getting your marketing efforts on more channels. You also get the added benefit of higher functionality and greater visibility of your data across channels, offering you a clearer picture of your restaurant operations.



4 Cloud-Based Point of Sale

POS systems haven't always been rooted in the cloud, but one of the main benefits of cloud-based POS software is that you can manage your business from anywhere. Whether you're working from home, at a coffee shop, or traveling for business, you keep full on-premises functionality within the cloud wherever you go.

A reliable cloud-based POS software equips you to take your business anywhere. You can effortlessly manage all aspects of labor remotely, even if that means editing timecards, reviewing labor and sales reports, or making menu changes to keep up with changing times.

You can even add to your business on the go. If you hire a new employee, you have full functionality to create new employees and edit existing ones. Never wait to return to your business before making essential changes.



5

Mobile Point of Sale

While traditional POS terminals shared among all your servers used to be the norm, mobile POS solutions are becoming more frequent in restaurant operations. Equipping servers with mobile POS solutions has a host of benefits for restaurant efficiency and public health.

Servers can enter orders and process transactions tableside indoors and outdoors where a Wi-Fi connection is available. Orders are sent directly to the kitchen, increasing order accuracy and decreasing order preparation time. Additionally, processing payments tableside increases table turn rates, so you're able to serve more customers in less time.

Lastly, mobile POS solutions reduce the transfer of bacteria and viruses from server to server. One mobile terminal per server per shift. Disinfect each device at the end of each shift, and it's ready for the next one.

When customers have great dining experiences, it improves customer satisfaction and the chance that they'll return soon.

6 Pay-at-the-Table Technology

In today's technological age, it's commonplace for servers to have the ability to process transactions tableside with their customers present. Restaurants must adopt this practice to provide the level of customer service that customers expect.

With pay-at-the-table technology, customers realize a greater sense of dining experience satisfaction. This technology expedites the ordering and check-out processes, brings guests their meals faster, increases the chances they'll leave happy, and welcomes new customers more quickly. As a result, improved table turnover time leads to more significant sales and greater opportunity to keep your restaurant thriving.

7 Contactless Solutions

The pandemic has made customers and employees alike more aware of the hazards of interacting with unfamiliar faces. Fortunately, self-service kiosks help alleviate that concern.

Any system that reduces human contact is welcome in today's world. Self-service kiosks serve to provide a smooth and contactless ordering process that puts both customers and employees at ease. Kiosks also offer contactless payment solutions, keeping every step of the process safe.

Preparing for the Future

Today, one thing that's for sure is that times are uncertain. However, there are steps you can take to set up yourself and your business for success.

Installing the right technology that works for your restaurant is crucial to simplify aspects of your daily operations. With it, you can increase customer satisfaction, and streamline processes for your employees, helping you produce more results with fewer resources. Contact Focus for assistance with choosing the right technology that will aid your business in its unique goals.