

IMPROVE Your Restaurant's Revenue and **KEEP CUSTOMERS HAPPY** With Kiosk Solutions



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CURRENT STATE Of The Industry

Integrating technology is key to the success of restaurants to both grow their profits and stay competitive within the industry.

So, what's driven restaurants to need this technology? The main factor is customer needs and demands. Customers have evolved over the years to help in the implementation of different technology from cash registers to POS solutions, kitchen display systems, self-service kiosks, and more. As of late, customers are looking to take control of their dining experience.

In fact, **66%** of consumers prefer self-service kiosk solutions over interacting with an employee because it is faster and less stressful.

Explore these reasons to implement kiosk technology to help boost your restaurant's revenue and offer a robust experience your customers want.



Restaurant Performance Index

The RPI sits at 101.3 as of June 2022. Anything over 100 is considered a time of growth for restaurants.



Global Value

The global self-service industry is estimated to value \$28 billion in 2022.



A CONTACTLESS EXPERIENCE

Post pandemic behaviors have caused an increase in customers, and staff, preferring contactless payment and safe distance options. For the safety of all those involved, offering a kiosk solution is critical; setting up the kiosk with a contactless payment option can increase customer comfort.

In fact, **79%** of respondents worldwide say they are using **contactless payments**, citing safety and cleanliness while **82%** viewed contactless as the cleaner way to pay.

Reduce Wait Time

Recent studies have shown that many customers would rather order at a self-service kiosk than interact with restaurant staff.

What's more—**88%** of all diners prefer a self-service option at the table, such as a fixed **tabletop kiosk solution**.

In Addition, customers today demand speed of service while being able to take additional time in selecting their meals. Accommodate this by implementing a kiosk solution that allows customers to conveniently scroll the menu, review all line items, and submit their order directly to the kitchen for quick preparation and delivery of their meal. Reducing the possibility of human error.

Labor Optimization

Automating order taking with a kiosk solution can help navigate staff to other areas of the restaurant.

Increase your staff's ability to provide quick turn around times by removing the middleman in the ordering process. This is essential, especially in this day and age where many restaurants are struggling to recruit and retain staff. Build on your restaurant's revenue by implementing a solution that can better your staff's working environment. Use a kiosk solution to handle mission critical tasks so your staff can run orders and help in the back end instead.

Increased Ticket Sizes

Self-service kiosk solutions can increase check sizes by up to **30%**.

Naturally, customers are less inhibited when placing their orders. Away from prying eyes, guests are free to order whatever they want. Complicated orders can be easily entered into the system without the fear of public speaking or the possibility of judgment stopping them. For this reason, they are more likely to order more from a kiosk solution than they would at a counter or from a server.

Kiosk solutions are built to include visual upselling prompts automatically by design.

Cross- and up-selling prompts can be leveraged at every screen, with sides, featured menu items, promos, and combos displayed on eye-catching images. Allow customers to sign up for loyalty programs right on the kiosk or take a survey after checkout to make them feel like they are helping to enhance the dining experience and getting rewards back for doing so.



HARDWARE

To Boost Your Restaurant's Revenue

Counter or Wall Mount Capability

If your restaurant is tight on space, maximize the room you have by mounting your kiosk solution on a wall or countertop. [Explore your options](#) and build out the perfect solution for your business needs.



Floor Mount Stands

Does your restaurant have a large front end area where you want to offer an ordering solution prior to customers taking a seat? Implementing a floor mounted kiosk solution provides your customers with the best experience possible.


Build upon your restaurant's revenue but implement a robust kiosk solution that helps streamline the ordering process, improve customer satisfaction, and grow your profit margins.



Tabletop Kiosk Solution

Having a kiosk solution that sits right with the customer is perfect for a table service restaurant. Allow your customers to look through the menu with ease of mind so that they can take their time to place their orders.





Founded in August of 2001, **Touch Dynamic** is an ISO 9001:2015 certified manufacturer of All-in-One touch terminals, small form factor PCs, mobile POS devices, touch screen monitors, and **kiosks** for a variety of industries. We understand the demands of our channel partners and provide unique products and additional value-added services to help them meet the specific needs of their customers. Touch Dynamic has leveraged our employees' extensive experience in these markets to develop a focused product line of unmatched quality and features. We back it with a support staff that is highly skilled and motivated to solve any issue that might arise.



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