



***Restaurant Kiosk Solutions:
Boost Revenue and
Streamline Operations***



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The restaurant business is highly competitive, with diners having more available choices than ever. Today's environment is also omnichannel, and customers have come to expect the ability to take multiple paths to purchase. One such path that restaurants should be taking advantage of is self-service kiosks. All types of restaurant, from fast-casual to table service, can benefit from offering self-order options.

If you're already experiencing the benefits of a good point of sale (POS) system, you might be hesitant about adding kiosks to your technology profile. But it's an investment that will provide ample returns, streamlining your operations and increasing your revenue in several ways.

Reduce Wait Times

Bust those long lines at the counter and keep frustrated customers from walking out during busy periods by offering self-service kiosks in addition to your regular POS terminals. The kiosks will work best when placed strategically in the flow of ordering traffic: they can be free-standing or countertop models in quick-service or fast-casual establishments, or on each table at table-service restaurants, allowing customers to start ordering without having to wait for a server. Kiosks provide customers with the convenience they expect, whether dining in or ordering to go. Diners can send their orders directly to the kitchen and check out at their own pace. Research has shown that total order times can be reduced by almost 40 percent with kiosks.

And reducing wait times not only increases customer satisfaction but also benefits the restaurant's bottom line. Faster transactions mean more customers served, or more tables turned. A 2015 [Harvard Business Review article](#) cites research showing that "a seven second reduction in service times in fast food restaurants can increase the company's market share by 1% to 3%."



Reduce Training Time

Many POS systems feature a touchscreen user interface (UI) that is similar to the UI your employees are already accustomed to on their personal devices, which reduces training time and costs. If you implement a kiosk solution with the same UI as your POS, your employees only have to learn it once, and won't have to juggle multiple systems.

Both the UI and the user experience (UX) should be as intuitive and user-friendly as possible for your workers and your customers, and ideally will also offer you some flexibility in customization. UI includes factors related to appearance, such as graphics, layout, font colors, and button sizes. UX includes factors related to function — the steps necessary for actions such as submitting an order and completing payment. Since restaurant turnover tends to be high, a UI and UX that require minimal training can provide significant cost savings.

Boost Upselling Capabilities and Increase Average Ticket Size

Even the most well-intentioned cashiers and servers don't always remember to ask the right questions and make appropriate upselling suggestions to every customer. But a kiosk solution can be programmed to reliably present customers with prompts about add-on items and options such as "make that medium drink a large for just 35 cents more." In fact, kiosks are even better at upselling than a traditional menu or server, because they offer appealing and dynamic visual images, item descriptions, and ingredient lists to entice buyers. Instead of just reading (or hearing a server recite) a list of side items, for example, hungry patrons will see pictures of each item and buy what looks good.

Sales data from your POS system will tell you which items are added most frequently. You might choose to feature those items more prominently in the upselling prompts, or even decide to raise the price.

Customers do tend to order more when using a kiosk or other digital ordering path (such as a mobile app) than when interacting with a cashier — by as much as 20 to 30 percent. The increase in order size is partly because of the extra items added as a result of upselling. But it's also partly because people feel more comfortable ordering what they want (and as much as they really want) without anyone to potentially judge their eating habits. Whatever the reason, kiosks significantly increase ticket sizes — and revenue.



Improve Order Accuracy

Another reason customers appreciate kiosks is because they have total control over their order placement and can make sure they are getting exactly what they want. They input their choices and any special instructions, and have the opportunity to review everything before submitting it directly to the kitchen. Kiosks eliminate the possibility of a cashier mis-hearing part of a customer's order (particularly in a busy, noisy environment) or miscommunicating something to the kitchen staff.

Increased order accuracy pays off for restaurants, not only in terms of customer satisfaction and loyalty but also in cost savings. Food and prep time aren't wasted on wrong orders, and those savings can add up.

Get Higher Profits with the Same Labor Costs

Kiosks allow restaurants to redistribute their labor force and make better use of their employees' time. When they aren't tied to routine order and payment processing, workers can focus more on providing better customer service — whether that means assisting customers with any kiosk questions, helping with food prep for more prompt order fulfillment, or clearing tables and greeting new guests. And when customers have a positive experience, they come back, and spend more.

Kiosks streamline operations and increase revenue by enabling faster and more accurate service, reducing costs such as training time and food waste, and encouraging larger ticket sizes. If you've decided it's time to start growing your business with self-service, the next step is to research the solution that's right for you.

What Should You Look for in a Kiosk Solution?

Every restaurant will have its own unique priorities, but there are some universal “must-have” features to look for when selecting a kiosk solution.

✓ **Seamless UI and UX**

Ideally, these will be the same as your regular POS system, for the benefit of your employees as well as your customers. Navigation through ordering and payment should be logical and easy.

✓ **Shared Database**

For easy database management, your kiosk should integrate with your POS system to share information such as inventory levels and customer profile data.

✓ **Reporting Tools**

That shared information will help you analyze traffic patterns, track sales performance, monitor stock levels, and gain insight into customers’ buying habits, so you can make informed business decisions.

✓ **Upselling and Suggestive Selling Capabilities**

You should be able to configure these to create ideal menu pairings or emphasize your most popular or profitable items.

✓ **Loyalty Integration**

Like your regular POS, your kiosk should be able to work with your loyalty rewards program, giving members appropriate discounts and credit for purchases, and it should accept your branded gift cards as a payment option.

✓ **Receipt Printer Integrations**

Kiosks can be equipped with printers to provide tickets and receipts for customers.

✓ **Branding Options**

Look for the ability to customize the appearance of your kiosks with your own art, logos, or advertisements.

More and more restaurants are discovering the advantages of kiosk solutions. At the 2018 National Restaurant Show, there were **three times as many** self-order kiosks featured as there had been the previous year. Are you losing the competitive edge by ignoring this trend?

To find out more about how kiosks can benefit your restaurant and how to select the best technology to support your business goals, **[contact NCC.](#)**



About NCC

Since 1986, NCC has been delivering comprehensive software solutions to businesses in the hospitality and retail industries. Our software engineers combine years of experience in software development with a strong understanding of restaurant and retail operations to create products designed to work in a wide variety of environments.

Through a world-wide network of reseller partners, NCC has installed over 50,000 POS systems in more than 35 countries. NCC products are installed in wide range of retail and hospitality concepts including Table Service, Quick Service, Fast Casual, Bars, Night Clubs, Delis, Frozen Yogurt, Delivery and Concessions.