



# How Kiosks Are Driving Restaurant Revenue with Better Customer Experiences

As businesses and consumers alike integrate technology more and more into their daily lives, restaurants are beginning to integrate technology into more and more of their normal, everyday operations. Customer needs evolve over time, but restaurant technology has a way of keeping up and offering the tools needed to satisfy those demands.

POS systems replace traditional cash registers, kitchen displays replace paper tickets, and now, self-service kiosks are quickly becoming a staple in quick service and fast casual restaurant environments, replacing traditional ordering methods that have historically been used.

In fact, **more than 65% of customers** would be more willing to visit a restaurant if self-service kiosks were offered. Kiosks have become a driving force behind successful restaurants with healthy bottom lines, and have been providing elevated customer experiences wherever they've been implemented.

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## HERE'S HOW:

### ✓ Customers Spend Less Time in Line

Recent studies have shown that a good portion of customers would rather order at a self-service kiosk than speak to a cashier at the checkout counter. What's more—**88% of all diners prefer a self-service option at the table**, such as a fixed tablet POS. *Why might that be?*

It is a combination of several factors. The number one reason customers demand a self-service kiosk option is that it is faster. When customers stand in line, they may take extra time deciding what they want to order, and it takes additional time for them to recite that order to the counter service staff member, have that staff member ring up the order, and then process the transaction. Self-service kiosks bust lines as well as top-performing counter service staff, but they do so with fewer employees on the floor.

With a self-service kiosk, orders can be entered and totals can be calculated automatically as customers make their selections. They can also see their entire order on the screen, rather than having an employee read it off to ensure accuracy. Communication is quick and accurate, so lines can move much faster.



## ✓ Guests Receive Their Orders Faster

By reducing the number of steps between point A and point B, a self-service kiosk reduces the amount of service time that each customer spends waiting for their order. Any time a customer provides an order, time is lost with each step taken between when that customer dictates their order and when they actually end up receiving it.

Rather than an order bouncing from customer to cashier to POS to kitchen display, customers can enter orders into the kiosk, have them sent directly to the POS with all relevant information, and then have them automatically placed in the queue for kitchen staff to begin prep work. This ensures that your customers' orders will be completed quickly and correctly every single time.

## ✓ More Options for Order Customization

When you operate any counter service restaurant, it is impossible to display all the options for customization and modification where your guests can easily see them. Asking an employee to list them out would take extra time that would only cause more delays for other customers. But with a self-service kiosk, those roadblocks will be removed, and customers will now have complete control over their orders when they place them.

At a kiosk, order customization can be very granular. Options can be offered on upselling prompts or customers can be prompted to fill out any special instructions before placing their orders. Not only are you improving the customer experience with self-order kiosks, you are also simplifying it.

Should customers ever have any allergy requirements or any other dietary restrictions that would normally prevent them from enjoying one of your menu items, they can enter in that information and have it sent directly to the kitchen without having to worry about instructions being missed or incorrectly given. The ability to provide detailed instructions to kitchen staff increases the customer's sense of control over their experience, thus increasing their satisfaction.



## ✓ Increases Order Size and Accuracy

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

On top of that, kiosks are built to include very visual upselling prompts automatically by design. Upselling prompts can be leveraged at every screen, with sides, add-ons, and combos displayed on eye-catching images. You can utilize these to offer popular combinations and best-selling sides that are hard to resist. For these reasons alone, self-service kiosks can **increase check size by up to 30%**.

What's more is that customers enter their own orders and have an opportunity to review everything they selected before they check out. There is no room for misinterpretation between the customer and the cashier, since the order is sent directly from the kiosk to the POS system.

## ✓ More Flexibility with Payments

While credit and debit cards continue to be the most popular method of payment for most transactions today, other payment options are gaining in prevalence. Kiosks provide the ability to accommodate a variety of payment methods so that each customer can use their preferred way to pay.

Beyond that, self-service kiosks offer even more options when it comes to the transaction part of the process. Tablets can be utilized as kiosks and mounted on tables for table-service restaurants, and can prompt customers to leave a tip. Even at some counter-service places like cafés, options for tipping are still relevant.

Additionally, receipts can also be printed or sent via email to customers, which is a win/win. Customers can keep track of receipts easily, and you can save on paper costs while gaining customer data.

When it comes to split checks, kiosks also provide additional value. In fact, 39% of consumers say the most appealing benefit of kiosks is the ability to split restaurant checks, and 31% like the ability to pay with multiple tenders.





## Kiosks and the Customer Experience:

While many nay-sayers often spout that technology ruins the customer experience by making it cold and impersonable, the reality is actually quite the opposite. Kiosks contribute to the customer experience in many ways that customers value over in-person transactions. They offer a convenient and fast alternative to ordering with a cashier.

On top of that, kiosks free up restaurant managers and staff to be more attentive to customer needs. Kiosks minimize the demand for the labor you need in your front-of-house operations. Rather than taking orders and processing transactions, your labor resources can be reallocated to more important tasks.

A self-service kiosk serves to help restaurant owners increase control over time, allowing you to adjust your budget and redirect your focus on initiatives that will continue to improve the customer experience even more, and achieve even greater customer satisfaction with each order placed.

### About Touch Dynamic

Founded in August of 2001, **Touch Dynamic** is an ISO 9001:2015 certified manufacturer of All-in-One touch terminals, small form factor PC's, mobile POS devices, touch screen monitors, and kiosks for a variety of industries. We understand the demands on 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.