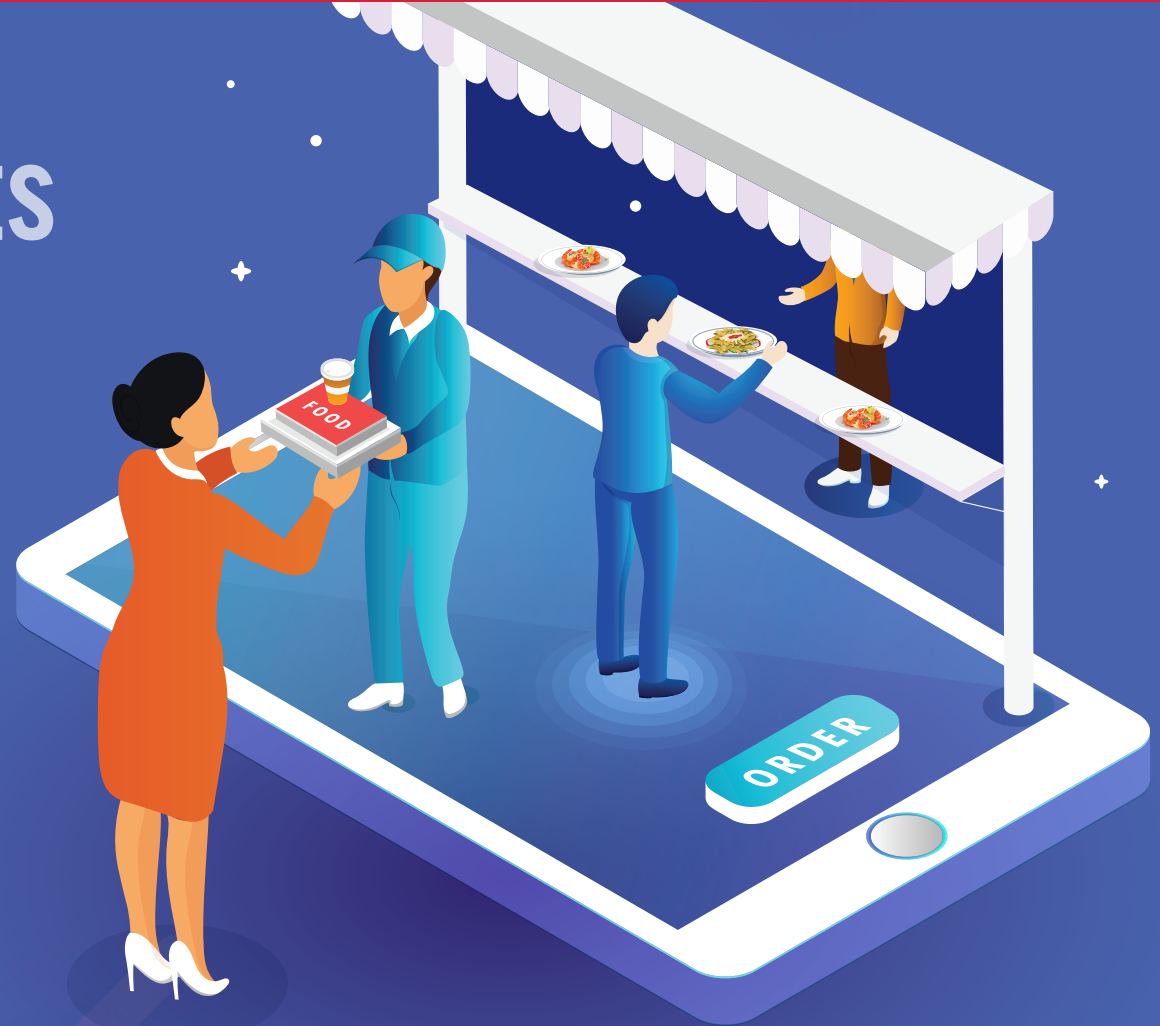


# 7 Key Ingredients for Cooking Up an Optimized QSR



## Customers have no appetite for long lines in quick serve restaurants (QSRs).

With a goal of providing convenience, consistency and quality at every visit, QSRs are leveraging automation, AI and other advanced technologies to reduce wait times, speed operations and raise average per-diner spending. But cooking up these benefits requires a combination of special ingredients that include emerging technologies, careful operational processes and meaningful customer insights.



# AUTOMATED PAYMENTS

In an industry where speed is of paramount importance, automated payments are critical. Not only do automated payments reduce friction and minimize wait time, but they also offer an opportunity for restaurants to differentiate themselves by bundling payment apps with members-only offers, custom coupons, special perks and features.

## PREPARATION INSTRUCTIONS

- Reduce time per transaction with NFC contactless payment systems at the service counter.
- Leverage pre-pay via mobile apps to streamline pre-order processing and improve the customer experience.
- Combine custom mobile payment apps with loyalty programs, member perks, mobile ordering and digital coupons to differentiate and drive customer loyalty.

## TECHNIQUE TIP

Support your advanced POS technology with dependable WAN support. Select a secure managed WAN platform and WAN Services to proactively monitor network health, generate instant alerts when problems are detected, and repair and replace equipment to ensure connectivity at all times.



## A TASTE OF SUCCESS

**With more than 30 million users, Starbucks' mobile payment app is the second most popular mobile payment app, only behind Apple Pay.**

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# SELF-SERVICE KIOSKS

Self-service kiosks empower customers with speed, choice and flexibility. They also extend your labor force's capabilities during peak hours. Streamline operations and increase average revenue per ticket with kiosks that make ordering easy.

## PREPARATION INSTRUCTIONS

- Leverage self-service kiosks to increase order-taking capabilities during peak hours, improve order accuracy.
- Increase average ticket revenue with automated promotions of features and special offers.
- Collect critical customer insights and deliver personalized data to individual diners using AI.

## TECHNIQUE TIP

Roll out kiosks in a pilot to ensure they align with operational capabilities and customer service priorities. There may be a need to remodel stores to accommodate self-service lines without compromising other service areas.



## A TASTE OF SUCCESS

**More than a third (34%) of consumers would like restaurants to have more self-service kiosks available.**

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## INGREDIENT 03

# DIGITAL SIGNAGE

Digital menu boards and exterior digital displays engage the diner immediately upon arrival, drawing their attention away from other devices and to bright, lively, visually enticing content that connects them with your restaurant brand.

### PREPARATION INSTRUCTIONS

- Deliver engaging multimedia messages about the brand, restaurant and menu features.
- Update messaging instantly to drive increased revenues. Test new menu items easily and on a limited scale.
- Execute special offers and menu changes throughout the day (breakfast, lunch, dinner).
- Prepare and deliver dynamic content to drive sales, engage customers.

### TECHNIQUE TIP

Be sure to prepare content to deliver over digital signage. This may require a new hire or additional content planning to prepare adequate volumes of rich, multi-media content for distribution.



### A TASTE OF SUCCESS

According to Yodeck, 90% of business owners who use digital signage for personalized engagement, such as calls to action and loyalty programs, said their sales have risen.

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# COMPUTER VISION

AI technology that allows systems to derive meaningful insights from video, computer vision is powerful and flexible for applications from security to operations, customer service and more.

## PREPARATION INSTRUCTIONS

- Use computer vision to monitor food containers and generate alerts when additional food needs to be prepared.
- Leverage computer vision and AI software to collect critical data instrumental in predicting peak demand, popular menu items and wait times for better, faster service.
- Flag unwanted safety, security and sanitation issues inside and outside the restaurant.
- Deploy computer vision at the drive-thru to provide security, monitor queue length and identify customer service issues.

## TECHNIQUE TIP

Construct a unified physical security system using IP video, access control, alarms and AI to enable advanced capabilities that deliver benefits across loss prevention, operations and marketing departments.



## A TASTE OF SUCCESS

The National Restaurant Association estimates that **employee theft accounts for around 75% of restaurant losses** – IP video is extremely useful for preventing these losses.

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# ROBOTICS

As QSRs strive for consistency, speed and accuracy in the midst of an increasingly volatile labor market, the industry is turning to robotics and AI to provide scalable, dependable labor. Consider the potential for robotics to offer consistent food and service to diners, while increasing visibility and reducing risk.

## PREPARATION INSTRUCTIONS

- Deliver complete consistency and minimize risk of mishandling, food contamination.
- Reduce cost pressure and volatility associated with unstable labor market.
- Reposition staff to engage customers, problem solve and manage; automate repetitive, unskilled tasks.

## TECHNIQUE TIP

Deploy edge computing to support AI and fuel machine learning for maximum ROI on robotics technologies.



## A TASTE OF SUCCESS

Quick-service restaurants expect **51% of tasks** will be automated by 2025.

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# VOICE ORDERING

Diners want to satisfy their hunger quickly, cost effectively and with foods that quench their particular appetites and cravings. They want to order on their terms, at any time, and be able to choose how they access their order (pick-up vs. delivery vs. in-store dining). As voice activated technologies proliferate, successful QSRs are enabling voice ordering.

## PREPARATION INSTRUCTIONS

- Guide users through a series of questions that allow them to select their closest location, specify pick-up or delivery and enable automated payment.
- Offer convenience and perks to regular diners with automatic preference defaults based on previous order history and/or available coupons, promotions.

## TECHNIQUE TIP

Consider integrating your menu into existing platform that enables diners to identify your restaurant based on a particular food item that they desire.



## A TASTE OF SUCCESS

Restaurants that deploy voice ordering technology have seen a **10 – 20 % increase in drive-thru sales.**

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Wi-Fi is essential to supporting customers on mobile devices as well as critical time-saving applications like mobile ordering and payments. QSRs need robust, scalable wireless infrastructure to support a growing number of devices and applications.

### PREPARATION INSTRUCTIONS

- Leverage in-store Wi-Fi to increase adoption of mobile payments via custom apps.
- Enable diners to easily share their experiences, photos, ratings of your restaurant via social media.
- Encourage instant download of custom apps while diners are on the premises.
- Ensure sufficient wireless infrastructure to support current needs and future scalability.
- Deploy Wi-Fi networks that cover building exterior and parking lots to enable employees to take orders via mobile apps during peak traffic times.



### A TASTE OF SUCCESS

According to a study from Hunger Rush, **79% of consumers expect to be able to use technology to order at most casual restaurants.**

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# THE RECIPE FOR SUCCESS

Advanced technologies are on the menu for QSRs that are positioned for long-term success. If you need help from a trusted integrator skilled in the design, deployment and support of technologies both inside and outside your restaurant, Telaid is here. We've helped top restaurants and retail brands manage their most complex multi-site technology deployments and support.

Contact us and we'll show you the recipe for success.

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