BUILD A BETTER GUEST EXPERIENCE & MAXIMIZE REVENUE WITH SELF-SERVICE KIOSKS
Overview

Point of sale technology is evolving: is your business keeping up?

Point of sale (POS) systems have come a long way since the days of cash registers and endless lines that offer no options for guests waiting to check out. Today’s order and transaction processes are intuitive, streamlined, and built to satisfy a growing need for rapid service that is almost completely customer controlled. Despite how far point of sale technology has come, 49% of shoppers still would like more kiosks available to streamline the checkout process.¹

With mobile technology enabling the immediate delivery of nearly every thinkable good and service, guests expect venues, universities, and business dining centers to serve them as fast as the latest food-delivery app. A point of sale system that gives customers control can enable faster transactions, more accurate customizations, and even increase check averages. Plus, an up to date POS solution means a more streamlined, supportive system for you and your organization.

Self-service kiosks give your team the opportunity to improve customer experience. An automated kiosk helps improve transactions and enables more personalized interaction between staff and guests. Ultimately, this creates a far better experience than the rushed orders during busy hours that leave patrons feeling neglected. To compete as a leading business in today’s economy, you need the advantage only a modern self-service point of sale experience can provide.
Self-Service Satisfies Demand for Innovation

In today’s society, everyone from baby boomers to centennials expect convenience at their fingertips. It’s normal to communicate over text or Slack, call an Uber or Lyft to take you to your destination, and order food off a myriad of delivery applications all in real-time.

Technology gives customers control over their buying experience, and guests want that same fast, intuitive service wherever they spend their money. In order to compete in an increasingly innovative economy, your business must incorporate new technologies that provide options, and eliminate the long wait times.

For enterprises, this means upgrading your outdated point of sale system, and supplementing fixed terminals with easy to use self-service kiosk options.

Self-Service Provides the Options Customers Want

Self-service kiosks provide a simple, intuitive solution for your customers’ most pressing grievances. Self-service options include a menu-driven interface that guides guests through a user-friendly ordering experience, using images of menu offerings to make sure building a order and adding or removing modifiers is a breeze.

Enterprises who utilize self-service kiosks drastically improving the customer experience with faster ordering, easier customization, and simple bill-splitting.

Self-Service Provides the Options Customers Want

Faster Ordering
With fixed cashier terminals, peak hours for your business can mean long lines, hungry guests, and stressed staff. How your business operates at their busiest hours can make or break a customer’s experience, and having them wait in long lines just to deal with a rushed cashier isn’t going to keep them coming back.

Adding self-service kiosks to your operation gives customers an option for quick ordering, and reduces wait times across your enterprise. Not only does a self-service option help guests get their food and beverages faster, it also encourages customers to place orders in the future knowing the service they’ll be receiving is streamlined and reliable.

45% of fans had abandoned concession lines at least once in the past 12 months without making a food or beverage purchase because the wait was too long.³

Easy Customization
Customizing orders to a guest’s specifications is something many businesses take pride in, but it’s also a time consuming process that leaves a lot of room for error.

Giving your guests the power to order independently enables them to create an experience that perfectly fits their needs.

With a modern point of sale solution, your customers can adjust items, add extras, create combos, and ensure their end result is exactly what they want with an easily navigable menu customized for your business. From holding the pickles to adding extra cheese, put the deciding power in your customer's hands.

A self-service kiosk also gives you the opportunity to offer an engaging user experience that’s fun and easy for customers to use, and helps them understand your menu better. A dynamic interface enables businesses to promote menu items or specials and upsell opportunities to increase revenue. With the latest in POS technology, customizations for both you and your guests are easy, and can be modified to accommodate changing needs throughout the lifetime of your business.

Simple Bill-Splitting
Nothing bottlenecks a transaction more than last minute requests to split the bill. With a self-service device, guests can customize every aspect of how they’d like to pay, and have access to every payment method available. In a recent study, 39% of customers claimed they would rather use a self-service option to split bills than have a cashier do it for them.² With a self-service option your guests won’t have to wait for a busy staff member to meticulously create and process separate bills, or get frustrated spending time trying to split their payments manually. And, innovative point of sale solutions let the guests choose how they want to pay - by individual, by item, or evenly split the bill.

Self-service solutions are created with ease of use in mind, making them a simple option even for guests who may not have used them before. Studies show that millennials prefer a self-serve order and transaction option to a cashier assisted experience seven to one, and Gen Y and Xers are leaning in favor of the new standard by 57%.³

With predictable directional flows, user-friendly interfaces, and fully customizable features, a self-service POS can take your guest experience to the next level.

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² DB Squared Business Finance, “Pros and Cons of Restaurant Self-Service POS.”
³ Turnkey Sports & Entertainment, “The Fan Experience Changing the Game with Food and Beverage Technology.”
Self-Service Offers the Best Features for Your Business

A self-service ordering option isn’t just a win for guests. Your business has a huge opportunity to expedite processes, increase revenue, and upgrade overall guest service by giving customers the power to complete orders and transactions on their own. A modern point of sale system can change the way you run your business, and relieve pain points you thought were just part of the job.

Reduced Labor Costs

When a customer can have their questions answered and orders completed all within one user-friendly kiosk, the need for staff is greatly reduced. Costs involved with hiring, training, wages, benefits and HR management comprise about 80% of a business's costs and can be cut substantially when one cashier monitors five to ten self-service devices.

These savings can be considerable, especially if your venue employs new staff seasonally and incurs these costs frequently throughout the year. With a helpful POS terminal taking on the bulk of their work, your team’s resources can be strategically allocated toward more complicated job functions that improve the customer experience, and increase profitability.

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Enhance Customer Service

Some may feel that adding a self-service component to your process could inhibit the overall customer service experience by removing a point of contact between staff and guests. However, in practice a self-service kiosk acts more as an assistant to your servers – bearing the burden of the utilitarian tasks guests would rather control themselves so your staff can focus on the more personalized aspects of service that create a memorable experience.
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Increase Check Averages

Statistics show that customers purchase an average of 20% more when ordering via a self-service kiosk. Why? There may be a few reasons for the uptick in spending. For one, customers have more time to consider add-ons and read descriptions for new menu items. In some cases, ordering independently can actually remove some stigmas associated with ordering publicly, like fearing judgment for ordering particular items or the potential for mispronunciation.

Plus, your point of sale system will never forget to upsell. After installing self-service kiosks in its restaurants, McDonald’s saw 20% of customers who had not initially ordered a drink purchase one after it was suggested by the new system.⁴ With an automated solution, you can ensure each order gets the customized offering most likely to engage your customers.

Real-Time Kitchen Display System (KDS) Updates

New point of sale technology offers more than an easy-to-use interface for customers. The best solutions come backed by digital management systems that allow you to fully customize your process from front to back of house, as well as access and incorporate real-time data instantly from wherever you are. Self-service terminals provide virtually endless options in customization.

They give you the power to illustrate your menu, showcase important details, and change pricing at any time directly from your Kitchen Display System to accommodate specials or reflect sold-out items instantly. When customers place their orders, they’ll automatically sync with your back of house KDS for prep and pickup or delivery. Digitizing your menu will enable your business to improve menu functionality through the ability to make real-time changes, and simplify cumbersome inventorying.

Reduce Errors

When customers select and verify every aspect of their order, the chance for small errors that will require re-makes or comps is significantly reduced. With a menu that’s customizable based on the needs and questions of your guests, you have the power to create the perfect point of sale system that addresses and solves all the unnecessarily costly issues in your transaction process.

Self-Service Offers the Best Features for Your Business

Lower Overhead

A 2011 study showed that increasing service time by at least seven seconds per transaction can increase a company’s market share by 1%-3%.³ Offering a totally self-sufficient option for your guests to choose, place, and complete orders can greatly reduce your labor costs while also making staff available to work more productively in other areas of your businesses. Not only will you save on short term costs, you’ll make more over time too.

*Increasing service time by at least seven seconds per transaction can increase a company’s marketing share by 1% - 3%*

Comprehensive Management

A self-service point of sale system ultimately saves you the most in your management process. A cost effective solution is one that can provide you total control over every part of your business – from orders to transactions to inventory and restocks. In addition to self-service kiosks, point of sale solutions offer real-time data from every point of sale device, including fixed, portable, handheld, mobile, and more. This all-inclusive control gives you the power to see which items need to be refilled, ordered, or marked as sold out immediately, all from an easy-to-use interface on your phone or desktop. Plus, data from every point of sale terminal, tablet, or device can be combined into a master report for the entire venue with the push of a button.

The trend toward self-service is only growing stronger as customers become more enamored with the idea of a quick, streamlined service they can control, and every business stands to benefit from the addition of an automated supplement to busy cashiers and wait staff. Incorporating a self-service component into your point-of-sale process gives your guests the specialized attention they want, saves you time and money through streamlined management, and increases revenue with error reduction, faster service, and easy upsells. Providing an alternative order and transaction option for you guests is proven to create a more efficient process, get customers served faster, and enhance your business’ offering overall. Deliver the service your customers want and stay competitive in today’s economy by upgrading your outdated point-of-sale process now.

Case Study: Los Angeles Dodgers

In Downtown Los Angeles, Dodgers Stadium hosts 47,000 baseball fans a night. With an insufficient network and point of sale system, hungry fans waited in long lines for concessions, requiring them to miss parts of the game. The venue’s new self-service kiosks and attended terminals enable cashiers to provide better service and shorter wait times. The average check is now $4.35 higher, order sizes increased by 20%, and improved reporting shows kiosk orders were larger than those made with a cashier. Self-service kiosks even allow guests extended service periods after cashiers close attended stands, increasing revenue and improving the overall customer experience.
Appetize is the modern Enterprise Cloud Point of Sale (POS) and management platform for food service and retail and trusted by many of the world's most well known and highest volume businesses, including sports and entertainment venues, theme parks and attractions, restaurants, retailers, education campuses, and business cafeterias. Appetize has simplified the order and transaction process to help businesses drive financial performance, improve the guest experience, and future-proof operations.

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