



Your Guide to

Restaurant Tech in 2022.

TASK.

Introduction.

Whether fast-service or fine dining, restaurants over the last two years have all been forced to refocus their paradigm to accommodate dramatic changes in customer demand. With food delivery, online ordering and contactless payment on the rise, many of the customer trends instigated by the pandemic are now becoming permanent fixtures in the restaurant industry.

There is a growing need for better and more intuitive digitized restaurant systems, for both customers and managers. The future for the hospitality industry calls for integrated restaurant technology that connects digital solutions to restaurants and their customers, providing more streamlined and cost-effective systems of ordering, production and data analysis.

Restaurant technology can be categorized in two parts: first, the integrated systems for ordering and processing; and second, the software needed to manage each touchpoint. This guide provides a report of both restaurant technology categories, including each tech element needed for a cohesive and efficient digital stack.

The 2020s have brought about a distinct need for social distancing and contactless payment, driving forward the integration of self-ordering kiosks, online ordering, and off-premises dining. These technologies, in working to improve and personalize the customer experience, saw a positive customer response as well as increased off-premise sales.

Behind the scenes, disruptions in supply chains, labor shortages, and rising food prices have encouraged better and smarter technologies including kitchen display systems and inventory control to help monitor stock, track price changes, and refocus staff time to streamline production processes.

Trends towards off-premises dining and away from on-premise dining are continuing to soar this year. Successful restaurants today know that their online presence is now arguably more important than their physical destination. To rise to the challenges of that reality, hospitality owners are turning to better integrated technology in 2022.



The latest & greatest in Restaurant Tech.

To respond to a sudden shift from on-premise to off-premise dining, restaurants have adopted online ordering, delivery, and payment systems. These eight types of restaurant technology stand at the forefront of a changing hospitality industry.

Touchscreen Point of Sale (POS) Terminals

Point of Sale (POS) Systems are essential to an efficient ordering and payment process. They should be intuitively designed to improve order accuracy and speed. Typically, customers are able to pay and tip on the screen, further streamlining the service.

The POS System should also be customized to work for a specific restaurant. Modifying the layout, flow and design of the POS are important to best suit a business's particular needs to maximise efficiency, create clear communication channels, and benefit the company's strategic goals.

Mobile Order and Pay

Ease, accuracy and speed have always been the benchmarks of successful quick-service restaurants. One clear and customer-preferred method to improve these benchmarks is through Mobile Order and Pay.

There has been an overwhelming increase in mobile payments over the last two years, as reported by Mercator Advisory Group.

The estimated U.S. mobile order & pay market in 2020 represented **\$57.6 billion**, translating to **24%** of total quick sales retail (QSR) sales. **This figure was double that of 2018.**

The report also found a significant rise in mobile order and pay in Q3 2020 from leading U.S. brands, including:

- **22% of Starbucks' revenue came through its mobile app**
- **Between 20% & 50% of Burger King, Chick-Fil-A, & Domino's sales were digital**
- **49% of Chipotle's sales were digital**

In an industry centered around accessibility and speed, mobile order and pay is an important service option both on-premise and off, and a valuable tool in creating seamless and unified customer experiences

Contactless Payments

Safety is now, more than ever, becoming monumentally important for customer experience. This naturally starts at contactless payments – an easy and secure way to pay at a restaurant and maintain social distancing, and a simple way to speed up the transaction process. And in a survey from Deloitte, 57% of people say they use contactless delivery at least half of the time.

The evidence is clear:

- **Research from QSRweb and PizzaMarketplace found that 38% of consumers will continue ordering (contactless) takeout instead of dining, while 28% will stick with delivery options rather than return to restaurant dining.**
- **Deloitte reported that 64% of consumers said they don't anticipate returning to their pre-pandemic habits of dining in restaurants in the next six months.**
- **34% of customers surveyed by EHL Insights said that contactless options are 'extremely important'**

It's not just customers who are reporting benefits from contactless processes. Research from QSRweb and PizzaMarketplace has indicated that customers and restaurants are finding contactless processes easier, suggesting that this trend will likely become a permanent option for restaurants in the future.

New payment options are gaining momentum every day, with contactless payments expected to triple to six trillion worldwide by 2024. Contactless payment in restaurants is no longer an optional alternative, but rather a baseline expectation in an age of heightened personal hygiene demands.

Self-Order Kiosks

Tackling multiple problems in one solution, self-order kiosks stand out in new restaurant technology for three main reasons.

First, they help minimize congestion with on-premise ordering. With Self-order kiosks,

fast-service restaurants are able to cut back on busy counters and long lines, helping increase order accuracy. This system also allows restaurants to refocus staff time towards preparing food to support a higher intake volume.

Second, self-order kiosks are shown to increase average order totals.

Red Rooster, a QSR in Australia, found that in-store sales were boosted by as much as 35% after implementing self-order kiosks, as reported by QSR.

Finally, self-order kiosks provide a customizable ordering experience for customers. Research from Tillster shows that over 65% of customers are more inclined to visit a restaurant if they can order from a self-service kiosk.

Self-selection allows for a personalized service option without the costs of extra staff. The self-order kiosk promises to benefit both customers and the restaurant, streamlining one of the most resource-intensive parts of operating a QSR.

Digital Signage

One of the most significant challenges for restaurants in the last two years has been the constantly changing expectations and demands. From safety and distancing requirements to short supply of ingredients, restaurants have had to adapt their services, menus and communication almost constantly.

The response from many restaurants has been to implement digital signage to better communicate with customers.

Offering attractive, high definition digital displays at the front counter is shown to increase customer intake by 15%, as reported by QSR. They also allow restaurants to quickly and effectively market specific items, leading to the item's **increase in popularity by 38%** (QSR).

Shifting digital is also popular at drive thru locations, where **restaurants can expect a 3-8% sales increase after adding digital signage.**

With the added sustainability benefit, digital signage is supporting better communication, more effective marketing, and increased sales.

Kitchen Display Systems (KDS)

Connected to the restaurant's POS system, kitchen display systems digital boards used by back of house staff.

Designing kitchen processes that strategically incorporate technology allows for kitchen stations to train staff quicker, communicate more efficiently, and streamline cooking.

● **Automatically sort new orders by priority for back of house staff, relieving the burden from a head chef.**

- **Track meal delivery times for increased efficiency and data analysis.**
- **Design the layout and process specific to each restaurant to better maximise space.**



Online Ordering

The food delivery industry, according to McKinsey, is now worth more than \$150 billion worldwide. That figure is triple what it was in 2017, making this boom impossible for a restaurant in the 2020s to ignore.

How a restaurant chooses to structure their online ordering, however, also plays a part in its success.

Research from Lightspeed shows that most customers prefer to order directly from restaurants over a comprehensive third party app. With apps such as DoorDash and UberEats charging 15- 30% commission, restaurants are beginning to develop independent online ordering platforms that help reclaim some of that valuable revenue.

By establishing their own apps, QSRs are able to capture a higher proportion of profits while satisfying customer's desire for direct communication, and potentially collect more valuable data to better understand their customers.



Table Ordering (Self-Ordering at Table)

Combining the technology of digital signage and self-ordering kiosks, restaurants are turning to table ordering as a viable option for on-premise ordering. Table ordering often relies on QR codes and customer smartphones, but is designed for a smooth and scalable service.

Some benefits of offering table ordering include:

- **Allowing customers to order exactly when they are ready**
- **Reducing labor costs by eliminating the need for extra front of house staff.**
- **Providing a more efficient service, as orders from the table go directly to a kitchen display system.**
- **Replacing buzzers with text messages to signal when meals are ready.**

Often assisted by restaurant apps and/or QR codes that synchronise with the restaurant's menu, and other technologies listed above, table ordering offers more effective restaurant management while also reducing the spread of germs (i.e. through physical menus). With table ordering, every customer carries the restaurant menu in their pocket – and with it, a more efficient model for growth.

Software to manage every touchpoint.



To navigate these new technologies, restaurants should choose a provider that offers holistic technology solutions, with integrated platforms that give businesses real-time flexibility and control. Essential software to look out for in a technology provider includes these four primary components.

Sales Data

Efficient service starts with implementing customer-facing technology, but determining a restaurant's marketing and service requires accurate, real-time sales data.

Rather than clawing through receipts, sales data is presented clearly and can be compared and analyzed anytime, anywhere. Effective data software is able to test service charges, define peak hours for specific items and track loyalty programs.

Centralized POS Management

The benefit of utilizing integrated software is that businesses have a complete picture of how customers are using, choosing and buying at their restaurant. A centralized POS management system collects raw data and collates it into easy to read analytics.

In 2022, one key factor to meeting and exceeding digital consumer expectations is data, but not just the raw figures.

- Chris Lybeer, Chief Strategy Officer at Revel Systems

It's important, as Lybeer puts it, to see **"numbers that tell a story"**. Centralized POS systems are able to create that story, allowing businesses to spend less time finding figures and more time using figures to develop new sales goals and create marketing solutions.

Inventory Control

Every year, the hospitality industry accumulates \$100 billion of food waste. Restaurants transitioning to inventory control technology could greatly reduce that cost and the amount of wasted food.

Implementing software to automatically manage a restaurant's inventory takes care of:

- **Tracking current stocks and shelf life.**
- **Scheduling, automating and forecasting food ordering.**
- **Tracking current pricing for replenishing inventory.**

This software helps restaurants save money on wasted food, while also eliminating human error that can result in under-ordering. But inventory control also helps streamline menu decisions. With a real-time picture of food surplus, restaurants can curate recipes or deals that reflect and promote the stock available. Inventory control technology allows restaurants to focus dually on sustainability and cost-conscious consumers, all while cutting costs and time.

Integration Capability

According to the National Restaurant Association and Technomic, 60% of restaurant activity happens off-premises. Unquestionably, this calls for restaurants to offer digital services across a range of platforms.

Integration is key, as highlighted in a survey from Popmenu: they reported that 49% of restaurant owners said that “technologies that don't talk to each other” was their biggest pain point with restaurant technology.

“ 49% of restaurant owners said that “technologies that don't talk to each other” was their biggest pain point with restaurant technology. ”

Working with different systems is not only costly, but inefficient. Crossing data is time-consuming and negates the initial purpose of using advanced technology. The solution is to utilize one restaurant technology provider.

In order to support all of the important technologies covered in this paper, restaurants need one comprehensive, integrated system that can both perform their purpose and capture the data.

Conclusion

In the last two years, restaurants have experienced dramatic shifts and challenges that have permanently changed the way customers interact with the hospitality industry. Covid has no doubt sparked increased demand for delivery options, mobile ordering and contactless payment.

With more intelligent and more streamlined technology for ordering and communicating, restaurants can meet these changing expectations – while also personalizing the customer experience.

Behind the front counter, restaurants have also been met with labor shortages, disruptions to the supply chain and rising food prices. To overcome these challenges, restaurants are turning to more cohesive technology stacks that integrate digital solutions and improve efficiency. From implementing kitchen display systems to accelerate workflow to using automatic inventory control to cut down on food wastage, digital solutions are making huge strides across the restaurant industry.

Offering a world-class integrated technology solution, TASK is at the forefront of designing centralized POS terminal management systems that support some of the world's largest restaurant brands. Solutions for restaurants in 2022 begin with better, smarter and more intuitive technologies that respond and evolve to the changing dynamics of industry and customer demands.

Get in touch with TASK to learn more about the future of restaurant technology solutions.