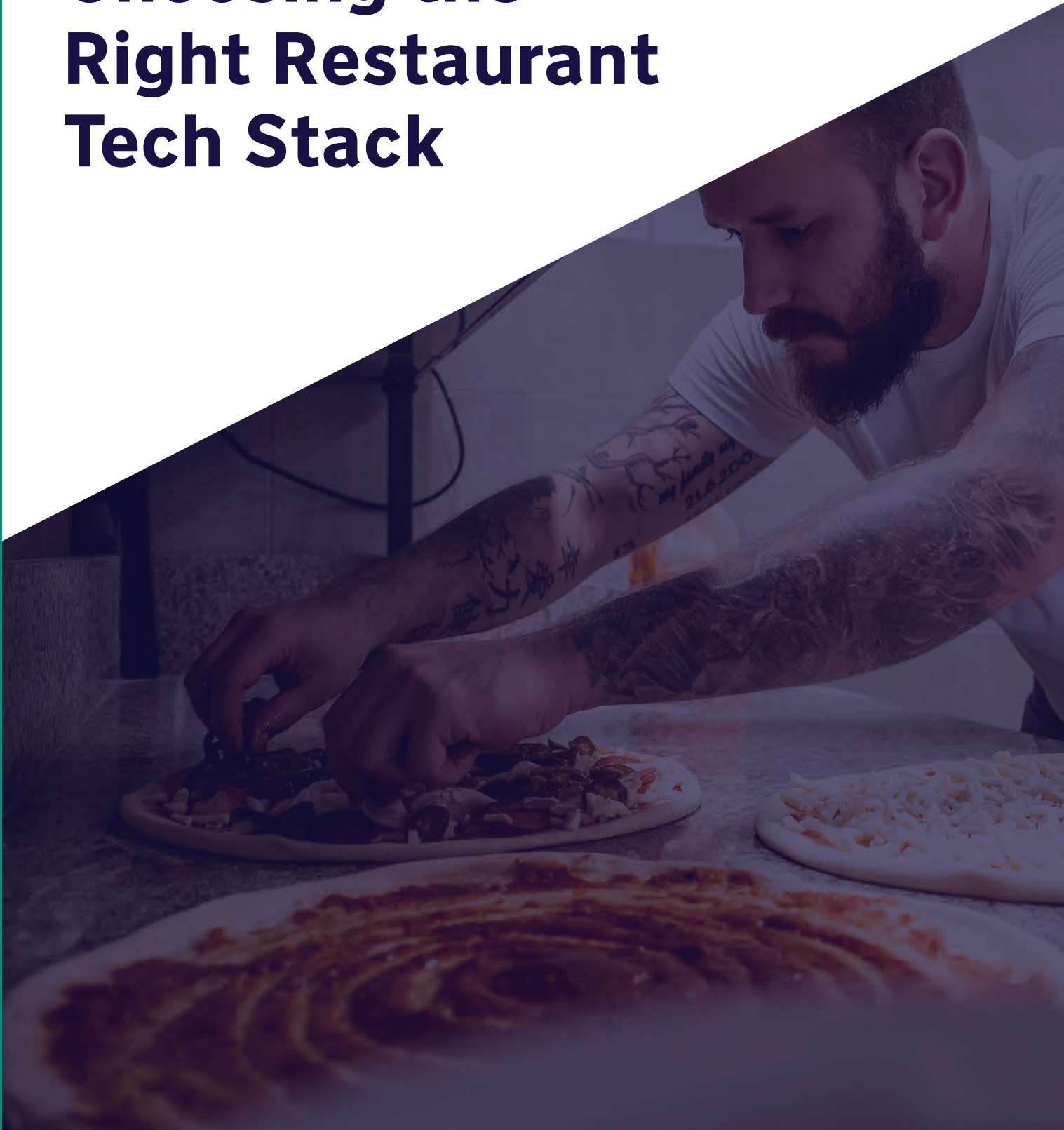




5 Keys To Choosing the Right Restaurant Tech Stack



In this article, we will explore the 5 keys to choosing the right restaurant technology stack tailored to the unique needs of restaurants, and outline essential steps for choosing a tech stack.

In the dynamic and fast-paced restaurant industry, a point-of-sale (POS) system serves as the backbone of operations – facilitating order capture and processing, payment transactions, inventory management, customer marketing and loyalty interactions, and more.

To optimize efficiency, profitability, and customer satisfaction, restaurants should carefully select a POS system with the right functionality and integrations. Without the right restaurant tech stack, operators could miss out on potential sales, lose repeat business, and hold back their potential to grow their business.

By choosing the right POS system, you're investing in the growth and overall success of your restaurant.

You'll benefit in:

Increased Efficiency

Streamline operations, reduce manual tasks, and free up valuable time for other crucial aspects of your business.

Enhanced Customer Experience

Facilitate faster service, improve order accuracy, and personalize interactions with your guests.

Data-Driven Decision-Making

Gain valuable insights to make informed choices regarding menu offerings, staffing, and marketing strategies.

Improved Financial Management

Track income and expenses effectively, identify cost-saving opportunities, and gain a clearer picture of your business's financial health.



Key #1

Look for a POS that Offers an Enhanced Customer Experience

Online food ordering accounts for roughly **40% of the total restaurant sales**. That means digital ordering platforms are essential to the customer experience. A strong POS system will seamlessly integrate all ordering channels (online, mobile, in-store, and third-party marketplace ordering options) to deliver a superior customer experience.

When customers receive a cohesive experience across every channel, they can trust they will receive the same level of customer service regardless of where they place an order. Plus, a POS system that can provide extensive menu modification options provides customers with the personalization they are looking for. This emphasis on convenience, customization, and efficiency leads to higher levels of customer satisfaction, which results in repeat business.

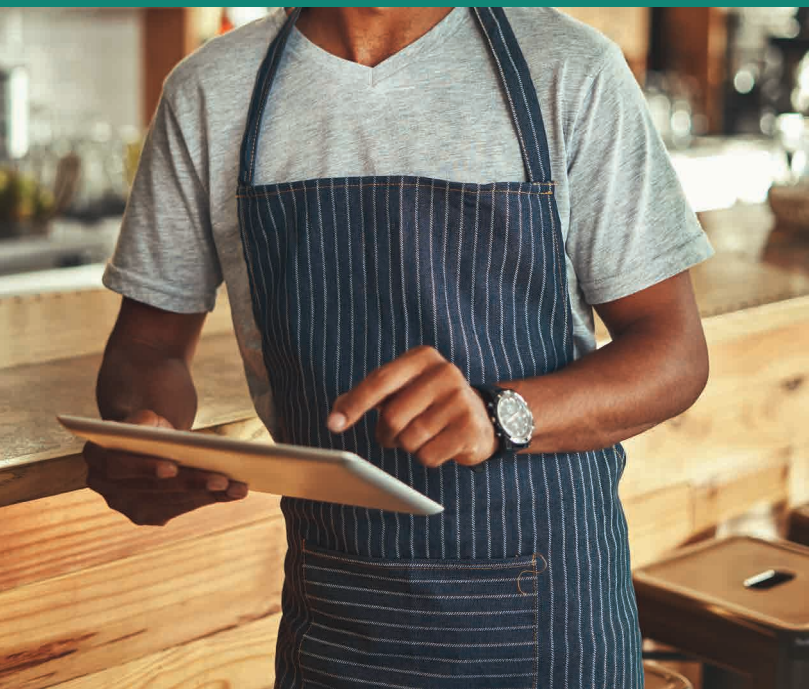


Key #2

Find a POS system that leverages customer data for personalized promotional and loyalty campaigns

The modern POS system provides an unparalleled amount of customer data. Restaurant owners can gain insights on sales data, ordering preferences, and customer participation in past promotions. This enables restaurants to use customer preferences to create enticing specials. Look for a POS system that can also manage loyalty and rewards programs in order to increase repeat orders.

In some cases POS systems also offer additional features and services for increased customer data such as customer feedback surveys which allow managers and operators to have real-time insights into customer satisfaction as well as the ability to take action when customers are not satisfied. Top POS systems continue to innovate and can help you stay in sync with customer needs both across your brand and at the store level.





Key #3

Ask if the POS system integrates with third-party ordering apps

The more take-out and delivery dining continues to grow, the higher expectations consumers have. In a HungerRush survey, 56% of consumers ranked taste and quality high in importance when ordering pizza from restaurants and 42% reported expecting their pizza delivery in 30 minutes or less on any given day.

When using third-party marketplaces (DoorDash, UberEats, Grubhub, etc.), it's important to select a POS solution provider committed to ongoing development for these integrations. Integrating with third-party

marketplaces can enhance various aspects of a restaurant's operations and expand delivery capabilities beyond typical service areas. Operators can sync POS data such as menu items and pricing so that information stays up-to-date and consistent on all ordering platforms.

Delivery and third-party delivery can also be a big pain point. Look for a POS system that offers the ability to track delivery drivers in real-time. Also ask if the POS is capable of managing both in-house and third-party delivery marketplaces all in one place. This will save you time, counter space, and ultimately give you more control over your drivers and delivery process. If your business model currently only uses one delivery management type (in-house vs third-party) you will want the option to expand your delivery capabilities as your business grows without changing your system.

Key #4

Look for a POS that helps streamline operations with strong customer support

Last but not least, it's important to look for a tech solution that streamlines operations and has strong customer support.

Upgrading from an outdated legacy POS system to an innovative solution can significantly increase profit margins and decrease operational time and cost. A modern POS solution can speed up the kitchen, increase order accuracy, help minimize maintenance costs, and streamline operations—ultimately resulting in increased profit margins.

Make sure to always ask what type of customer support is provided as you shop for the right POS for your restaurant. Choose a solution that offers strong customer support. This way, if you come across an issue on a Friday night rush, you get the 24/7 support you need. The more encompassing the POS system is, the more imperative it is to make sure it comes with strong client support and dedicated client success services.



Key #5

Research Credit Card Processing Fees

When it comes to credit card processing fees, every POS system is different. Make sure to take the time to research and ask the right questions. Ask about processing rates on-premises, off-premises, and about volume-based rates. Also beware of companies that offer free or lower-priced hardware, but higher processing fees. You may end up sacrificing a little savings on the front end and losing thousands of dollars in excess processing fees over time.

Take this information and align it with the current or expected model for your business. Do you expect most of your orders to come from consumers ordering at your restaurant or will 50% of your orders come from online sources? If you know that most of your business comes from delivery orders, for example, you might be more impacted by one type of processing fee than if the majority of your customers dine in.

Credit card processing fees can really add up, so make sure to not skip over doing due diligence in this area before you decide on your POS system. Your POS provider should be able to answer all your questions and give you a breakdown of fees. A true technology partner should also be a true business partner and work with you to ensure you have the right processing for your restaurant.



Remember, once you do choose the POS system that's right for you, it's important to:

- 1) Create ongoing check-ins with staff and make sure their feedback is incorporated into further configuring the system.
- 2) Continuously train staff so they can use the full capabilities of the system.

Ultimately, a POS system should serve as a strategic partner, driving better business outcomes in 2024 and beyond. Look for a solution that encompasses these features and more.

