



INCREASE PROFIT MARGINS WITH THE RIGHT RESTAURANT POS SYSTEM



 HungerRushTM 360

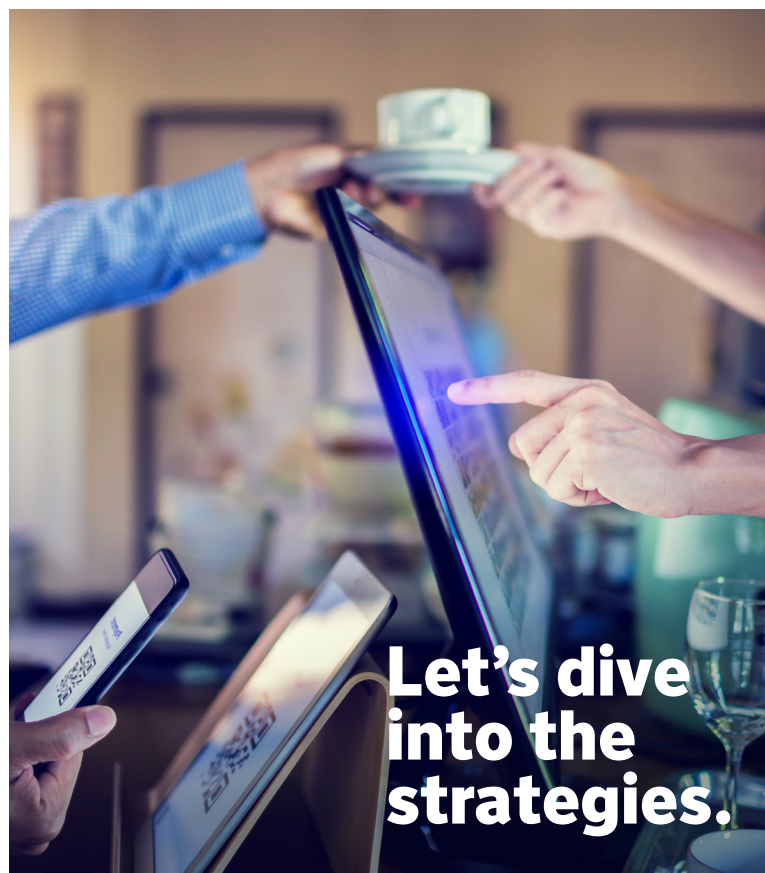
Restaurant profit margins are, as you know, abysmally small. Though some high-efficiency chains can command more than 15% profit margins annually, most restaurants are doing well if they can eke out **a modest 6% margin.**

For growing restaurant chains, every 0.5% boost in profit margin has a transformative impact on the business—like faster new location expansion, bolder customer experiences, and happier investors. **The list of new opportunities goes on and on.**

The underutilized strategy for increasing restaurant margins isn't to raise prices and potentially alienate customers—it's using your Point of Sale (POS) system strategically.

**WE'LL SHOW YOU
HOW TO DO THAT,
INCLUDING:**

- 🕒 Getting customers to order from you directly (instead of third-party apps)
- 🕒 Using clever POS design to increase average ticket value
- 🕒 Staying top-of-mind with customers to maximize order frequency



**Let's dive
into the
strategies.**

Ditch Third-Party Restaurant Marketplaces (As Much As Possible)

We all know that delivery apps take up more than their fair share of profit margin for every order. Giving away 30% is outrageous, but even 20% is pushing it—*especially when they don't even allow you to remarket to customers who order from those platforms.*

Without any ability to remarket, the opportunity cost of third-party orders is much higher than it first appears. **Getting third-party customers to order from you directly instead is a quick way to boost margins for the takeout/delivery channel.**



Research shows that

71%

of restaurant customers already **prefer to order from you directly** than from apps—but you have to make it easy and simple for them.

Knowing this, your POS system should include several features that will improve your delivery operations and efficiencies.

Offer the convenience of DoorDash Drive in your own online ordering platform.

This is number one—if you can't compete on convenience, customers will naturally gravitate toward third-party platforms. It's essential that your POS and online ordering software have the option to integrate directly with delivery platforms so customers can choose delivery without any delay or confusion.

Manage your own delivery fleet (without operational chaos).

Running deliveries in-house is more accessible than it sounds. As long as you have a driver dispatch system and a mapping engine that connects directly to your POS, it's just a matter of hiring drivers. [Here's how this works practically.](#)

[ALSO READ: LEVEL UP YOUR DRIVE-THRU TO BOOST REVENUE](#)

Taking back third-party orders is the most obvious path to boost profitability, but there are additional strategies many of our customers are taking and seeing success with.



Enable Robust Order Customization with **Online And Mobile Ordering**

Research has shown, and your own personal experience has probably proven, that attracting new customers costs **five times as much** as retaining existing ones. It pays to increase focus on providing an exceptional customer experience to earn repeat business to your restaurant.

If patrons are happy with their end-to-end food purchase (from multiple ordering channels to consumption), they'll be more likely to come back—especially when prompted by personalized offers created from your POS system.

Graze Shared Kitchen's story is a great demonstration of how robust customization can increase customer happiness, and therefore retention.

The restaurant is actually three concepts in one—a burger joint, pizzeria, and Mediterranean restaurant—and allows customers to mix-and-match food from different concepts through one ordering workflow.



LEARN MORE: TEXT ORDERING IS A RISING TREND OF 2022

Offer Multi-Channel Ordering to Maximize Ticket Value

Multiple ordering channels, including both online and mobile, are an essential convenience you should offer if you are looking to increase revenue, especially from the younger, tech-savvy generation.

These customers tend to dine out more often and have come to **expect digital ordering as an option.**



Digital ordering solutions generate more revenue, with **the average digital food purchase averaging 15% more as compared to in-store ticket sizes.** Customers are less inhibited when ordering with the privacy and comfort of their own devices, rather than standing in line or waiting on hold by phone.

It's important that all of your food ordering channels work with your POS software. This creates a single source of orders coming through your POS into your kitchen display so they're fulfilled in the order they're received — regardless of where they originated.



All of your ordering channels should also include a **consistent brand and user experience** that's simple for customers to set up and use. They should also allow customers to easily earn and redeem loyalty rewards. By using your POS system to manage in-store, phone, online and mobile orders, you can provide a consistent and predictable customer experience that captures those high-value orders.

ALSO READ: HOW TO INCREASE TICKET SIZE AT YOUR ON-PREMISES RESTAURANT

Feeling “hangry” is a real thing, and it’s not pretty. To avoid hangry customers and encourage repeat visits, you need an intuitive **POS system** that helps you complete their orders quickly, correctly, and in the right order. Ensuring order accuracy also reduces food waste and prep time.

The best way to do this is to have a POS system that integrates orders from every sales channel—mobile, online, phone, and dine-in—so that your kitchen staff can process them quickly and in order. Using the POS to manage order intake also reduces the possibility of dropped or overlooked orders, thus increasing customer satisfaction and retention.

Get Food Out Quickly, Correctly, and in the Right Order





Meet the POS System Built for Profitability

With such high customer expectations and the threat of heavy competition, operating a growing restaurant chain is no small task. It requires you to perform a constant balancing act between costs and profits, labor and traffic, and inventory and sales. The best way to ensure you are tipping the scales in your favor is to leverage innovative POS technology designed specifically for growing restaurant chains.

HungerRush is a restaurant growth and management platform that's designed to give restaurants best-in-class ordering, loyalty, marketing, reporting, and beyond.

It's a system of systems for restaurant operations, removing the need for countless app integrations, custom developments, and wrangling data across platforms.

The HungerRush POS is backed by thorough knowledge of the industry and reliable 24/7/365 US-based customer support. To find out more about how our integrated POS solutions can help you improve your efficiencies, connect with your customers, and increase your profit margins, **request a demo.**

HungerRush helps restaurants and chains of all sizes leverage advanced technology to understand their customers, run more efficient operations and drive more revenue so that they can **set a path towards sustainable growth.**

 HungerRush.com