



6 Benefits of an Innovative Restaurant Point of Sale System



The Primary Ordering Channel is Shifting from In-Store to Online

With the proliferation of consumer mobile devices and the demand for an omnichannel ordering experience in the restaurant industry, the primary ordering channel has shifted from in-store to online. This allows customers to directly submit their orders by mobile devices and online applications. These advancements offer new levels of convenience and customization that patrons have come to expect, and are driving the evolution of restaurant technology.

While a legacy point of sale (POS) system that primarily handles in-store transactions would have been sufficient five or ten years ago, today's environment demands a more robust system—one that manages your operations to improve margins, grows your customer base, and enables customers to order when and how they want. These capabilities are delivered through a cloud-based centralized management of your entire restaurant operation, loyalty platform, and mobile & online ordering.



A robust POS system is the backbone of your business, coordinating everything including:

- ☐ Order entry
- ☐ Inventory management
- ☐ Labor scheduling
- ☐ Kitchen order display
- ☐ Mobile & online ordering
- ☐ Loyalty
- ☐ Reporting and management
- ☐ Tablet POS line busting and tableside ordering

If you're lagging behind in adopting comprehensive and modern restaurant POS technology, your business is missing opportunities for growth and is not providing the exceptional experiences your customers are seeking.

Here is why it is time to adopt an innovative POS solution:

1 Leverage where and how your customers are ordering.

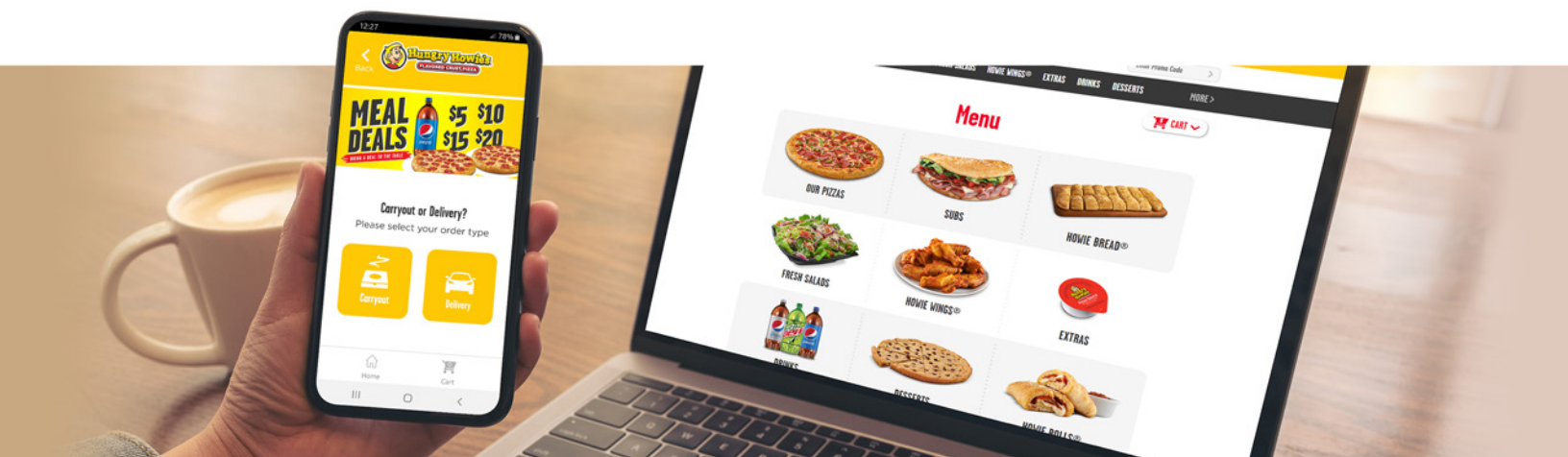
Today's consumers are more tech-savvy and connected than ever before. They expect the same level of tech proficiency from the restaurants they are frequenting. The proliferation of smartphones and personal tablets has led customers to value the availability and convenience of online ordering through a website or mobile app. If your legacy POS system can't keep up with the times and accommodate these alternative ordering channels, you risk losing customers to other restaurants who do offer these services.

Providing your customers with digital ordering options increases your take-out and delivery revenue streams. Digital order sizes tend to be higher than those placed in-store, by an average of 15%, thus growing your profits even further. Plus, a modern POS system can increase your brand's image by showing your customers that your restaurant is keeping up with the latest technologies.

2 Optimize the customer experience end-to-end.

The ability to connect all ordering channels—online, mobile, and in-store—empowers you to deliver an exceptional customer experience, regardless of how the order is placed. Digital orders are integrated seamlessly into the kitchen prep queue, improving speed of service and accuracy. Order errors are minimized since customers enter orders directly. Centralized menu configuration ensures you can provide a consistent experience across all ordering channels and offers extensive customization options—a feature that will increase order sizes and sales.

Convenience, customization, and an efficient ordering process contribute to higher customer satisfaction and drive repeat business. Progressive POS solutions provide multiple ways to achieve these goals and deliver an exceptional customer experience.





3

Make more informed business decisions.

With an industry-leading POS solution, you are able to obtain a wealth of operational and customer data that can be used to drive revenue and improve margins. Information such as historical sales data, ordering preferences, delivery presets, and responses to promotional offers allow you to customize your menu based on items your customers love and generate the specials they are seeking. Understanding your costs will empower you to make better decisions about your supply chain and inventory management. You can use this information to create and drive promotions that best leverage your investment.

In addition, modern POS systems make loyalty programs easy to implement. These programs strengthen customers' connection to your brand, drive repeat visits, and encourage customers to spend more. Additionally, tracking their purchase histories enables you to create more personalized offers and targeted promotions, which increase sales.

Analyzing operational data helps you identify trends, spot problems, and improve efficiencies.

For example: you can optimize labor costs and scheduling (for both in-store staff and delivery drivers) based on your busiest times of day, week, month, or season. Managing your inventory effectively is also crucial, and it's made easier when all ordering channels are communicating with the POS. Accurate inventory data also helps you reduce shrinkage.



With a comprehensive POS solution, you have more actionable data than ever before. The ability to leverage this information is a key to the success of your restaurant.

4 Integrate with third-party providers.

When thinking about how best to run your restaurant, the POS solution provider you select must be committed to ongoing development and seeking new ways to enhance their POS solution with third-party integrations that amplify the performance of the point of sale. For example, you might want to augment your in-house delivery service (or add it if you don't currently offer delivery) by partnering with third-party delivery service providers. That way, you can scale up delivery operations during busy periods, when you're short on drivers, or even outside of your typical service area. Having a flexible POS system that can integrate with third-party partners smoothly and without a lot of technical support can help you increase sales quickly.

5 Lower TCO and achieve faster ROI than your legacy POS system.

Keeping an outdated legacy POS system often has a higher total cost of ownership (TCO) than investing in an innovative system. Maintenance and technical support on an older POS system is expensive. When you take into account the potential for downtime and its effect on customer retention, the cost of maintaining a legacy POS system dramatically increases.

When you have a POS system in which the applications are not integrated, you'll spend a lot more time and resources trying to tie the information together yourself (reconciling inventory data and accounting, for example), particularly when trying to get new technology to work with an old system. Another cost to consider is the potential damage to your brand image if you're perceived as outdated.

Modern POS systems frequently use the Software as a Service (SaaS) pricing model. For a predictable fixed monthly payment, you get a bundled solution that

Software as a Service



Legacy POS System



includes hardware, software, maintenance, and support. In addition, you know that all the features and applications you want are seamlessly integrated and that the operational and customer insights a comprehensive POS solution provides contributes to a fast return on investment (ROI).

6

Ultimate mobility for increased speed of service.

A tablet POS integrated with the point of sale workstation is a must-have in any restaurant environment. Tablets can effortlessly transform a fixed-based POS workstation to a mobile solution. This flexibility puts the POS directly in servers' hands for line busting. Line busting will eliminate long lines, reduce wait times, and allow your restaurant to serve more customers. Restaurants can also use tablet POS to scale service capabilities up or down for seasonal demand and special events.

Additionally, you'll want to ensure that you're choosing a restaurant POS solution that provides a unified experience across all of your POS workstations and tablets. One software platform used across your tablets and POS workstations will reduce and simplify the time spent training employees.

Lastly, a tablet POS that runs on a hybrid cloud solution will minimize downtime by supporting offline mode when the internet is not available.

In a fiercely competitive industry, restaurant owners need to leverage every opportunity to gain a competitive advantage. Adopting POS technology and partnering with a POS provider that focuses on innovative solutions sets your restaurant up to profit and grow.

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About HungerRush

HungerRush is leading innovation for the hospitality industry with its advanced restaurant management system (RMS) which gives restaurants and chains the ability to drive revenue growth by acquiring deep knowledge of their customers, and to achieve operational excellence through end-to-end integration.

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