White Paper

The New Digital Era: Self Order Kiosk Technology

Self Order Kiosk are Always Happy to Service your Customer

Customer experience is undergoing an amazing transformation. In today's highly interactive and dynamic restaurants and QSR environment, the role of understanding the next-generation customer is critical.

Today's customers are expecting certain conveniences from restaurants and QSR services — such as, personalization, loyalty tracking, multi-channel, no-touch transactions and many more. People want their dining experiences to feel up to date and fit their new understanding of how to interact with the business.

Digital technology can answer this, enabling restaurants and QSRs to deliver personalized and interactive solutions. One of the solutions that are increasingly growing and delivers outstanding results is the self-order kiosk technology, a tool that smartly offers customers what they want, when they want it, and the way they want to receive it.

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Self-order kiosk is the answer for hospitality businesses who are seeking to improve the customer experience, customer satisfaction, customer retention, and ultimately increase revenue per customer. According to research 96% of adults favor self-order kiosk for food ordering.

It is not surprising that the self order kiosk is a significant part in the strategy of most powerful food chains. McDonalds, Panera, Wendy's and many more, creating a new customer service reality and raising the bar for the rest to follow.

The Value of Self-Order Kiosk

Self order kiosk technology helps the hospitality sector to meet the growing expectations of their clients in an innovative and user friendly way. Below are some of the ways they do it.

Increase revenues. Less lines = more money. Kiosks allow hospitality businesses to reach more customers. The kiosk platform puts their brand on digital and delivers promotions and advertising while the kiosk is not in use.

Keep it quick. Customers are being served faster and the staff is working more efficiently.

No more errors. Significantly decreases errors or mistakes in the ordering process.

* Source: IHL Services, Inc Research Study 2014.
Adults aged 18-39 (1)

Increased average bill. Customers are exposed to available add-ons, promotions and up-sells which results in higher average bill, remember - a kiosk never forgets to up-sell.

Reduce training costs of service personnel. High turnover of service personnel results in high expenditures on training.

Reduction in "attrition loss". Some customers waiting in line during busy hours will drop out and look for alternatives. With self order kiosk, customers will stay because the waiting time is dramatically reduced.

Enhancing the ordering experience. Customers are not rushed to complete ordering in a haste, thus stimulating a sense of well being and enhancing the dining experience.

Building loyalty. Kiosks simplify the ordering process, helping customers to find exactly what they want, which fosters customer loyalty and increases customer confidence in the business.

Self order kiosks are an essential Tool in Increasing Customer Satisfaction, Enhancing Sales turnover and Boosting Bottom Line Profits

Essential Tool: Smart Remote Management

Among the self order kiosk solution out there, the more advance ones are offering smart remote management tools, to manage multiple kiosks remotely from different devices and generate insightful reports and analytics to collect powerful customer data and streamline operations.

Here are some of the values and important features the remote management tool should offer:

Cloud Reporting and Analytics tools. Help businesses to gain new insights into organizational processes, customer data and operations. The result: better understanding of how to measure and maximize business performance.

Monitor Health. All kiosks under management are monitored in real time for health and performance to maximize uptime and ensure usability 24/7/365.

Multi-user Access. Supports multi-level access for users with various level of management control.

Customizable Notifications. Allows to customize dynamic notifications with various prioritization.

User-friendly. Kiosk content can be controlled by non-technical users.

Conclusions

Self order kiosk technology offers an innovative new way to deliver quick and reliable service for customers while dramatically reducing business costs. Self order kiosks introduce a new level of service, where customers are no longer feeling shy or uncomfortable to ask questions.

The bottom line is meeting customer demands quickly and fully in the digital era. Today's tech-savvy customers expect seamless, consistent, and personalized interactions, they want to do so on their preferred communication channels and receive a smart, low-effort experience. Luckily the solution is here and all that remains is for you to step up and apply it in your business.

This white paper was produced by

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Interested in learning more about what Tapit Self-Order Kiosk can do for your organization? Contact us at:
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