Browse the menu

Don't hesitate to ask for help if you get stuck
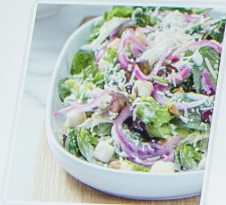
Starters

Sandwiches

Mains

Salads

Sides

Beers and Cider

Soft Drinks

REVIEW AND ORDER

QikServe

SECRETS OF SELF-SERVICE SUCCESS

How to ace kiosk deployment across your restaurants

A COMPLETE GUIDE TO GETTING YOUR SELF-ORDER KIOSKS OFF THE GROUND

Slimline units designed to make best use of space

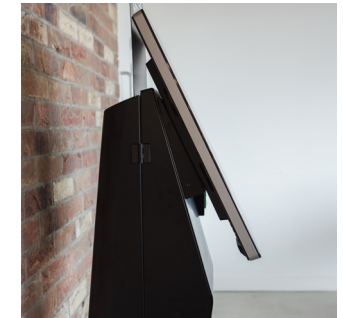ADA compliant visually rich, user interfaces

SECTION 1

Counting the cost:
Getting kiosk deployment right the first time

The self-service technology land grab is well and truly on as innovative hospitality brands look to demonstrate their commitment to customer experience.
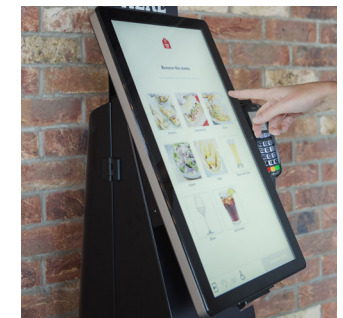
Current developments include everything from mobile, web and tablet ordering to conversational delivery systems, drone drop-off and AI-driven customer support. As exciting as this digital revolution is for both consumers and brands alike, it's not a cheap endeavour and getting a restaurant IT project wrong can have

severe ramifications across the business.

In this guide, we take a look at one of the more expensive guest-facing IT projects in terms of capital expenditure: self-service kiosks. We take a 360-degree look at how you can get kiosk deployment right the first time. From removing the drag by getting cross-functional, company-wide buy-in to the practicalities of testing, marketing and launching your kiosks, this is your complete guide to acing kiosk deployment.

QikServe

Successfully deploying self-service kiosks hinges on getting a wide range of people from across the business to buy into the idea and the deployment process.

Although the cost of the project may fall on IT's lap, marketing and ensuring brand consistancy concerns teams under the CMO, sign-off on budget will involve the CFO and making sure there's minimal disruption in day-to-day operations during implementation will involve various teams under the COO.

Here are some of the influencers you'll need to convince and some ideas on how to get their buy-in:

SECTION 2

All aboard:
Getting company-wide buy-in

Influencer	What they care about	How to get them on-board
CEO/CFO	• The state of the market,how it's changing and economic trends • The competition • Brand perception and goals • Customer satisfaction • Company growth • Cost efficiencies • Pursuing innovation • Shareholders • Company spend, revenue and profit • Fixed assets and OPEX • Stock price	If you can't put forward a watertight case for the ROI on kiosk self-service, the CEO/CFO won't sign it off. As well as ROI, focus on the big-ticket benefits that kiosks can offer the company: • Increase revenues through better customer insights and higher transaction values • Maximize efficiency through queue-busting (leading to greater numbers of transactions) and better distribution of staff • Improve customer satisfaction through more convenient service and offering more choice • Strengthen the company's image as a leader and innovator in the market through the implementation of new technologies • Reduce staff costs over certain time periods • Drive loyalty and customer lifetime value with better customer experiences and more tailored campaigning • Future proof investment by choosing the right technology supplier

QikServe

Influencer	What they care about	How to get them on-board
CMO/CXO	• Customer experience and satisfaction • Driving revenues from marketing activities • Market conditions and trends • Brand perception and goals • Driving loyalty and greater spend per head • Customer data and insights	CMOs care about attracting new customers as well as keeping existing customers happy so focus on the improving the experience and gathering greater customer insights to get them on-board: • Capture rich kiosk data that provides valuable insights into customer behaviour • Transform the customer experience by offering more convenience through choice • Drive loyalty and greater spend with smarter, intel-led campaigns • Position kiosks as part of a wider digital engagement strategy that will ultimately transform the way customers interact with your brand
COO	• Ensuring business operations are efficient • Effective management of resources • Creating maximum value for the business' stakeholders • Driving operational performance • Implementing new technologies on the ground with minimum disruption	The COO wants to ensure the brand's operations are as efficient as they can be so focus on optimizing efficiency to get their buy-in: • Improve flow through the store by reducing lines • Drive efficiency especially during peak hours by allowing a greater volume of orders to be taken • Reduce incidences of incorrect orders by allowing customers to order and personalize meals themselves • Allow front-of-house staff to concentrate on better customer service and serving those who need or prefer face-to-face service

QikServe

Influencer	What they care about	How to get them on-board
CTO/CIO	• Innovating, integrating and getting the most out of existing technology investments with minimum disruption to the busines at maximum return. • Technology ROI • Reviewing and implementing new technologies • Data security	The CIO is responsible for assessing new technology, reviewing feasibility and how/if it fits into current infrastructure, as well as any changes that need to be made to accommodate it. • Driving sales through greater efficiency and smarter marketing and loyalty campaigns • Future-proofing investment by choosing a technology provider whose software is integrated into existing back-end systems such as payment and POS • Innovative technology that is not only a key part of the customer's omni-channel experience but offers real profitability
Franchisees	As well as being concerned with all of the same issues as the C-level executives mentioned above, Franchisees also care about: • Franchise spend, revenue and profit • Cost savings and ROI • Efficiency • Staff costs • Utilization of space • Customer satisfaction and loyalty	Franchisees may or may not have a say over kiosk technology being implemented in their stores. However, even if they're mandated to deploy kiosks, their buy-in is crucial to adoption success. Make the case for kiosks by: • Making day-to-day operations easier by providing an additional ordering channel to guests taking pressure off staff especially during busy periods • Driving higher revenues through greater order values and improved loyalty • Differentiating themselves from the competition by offering a better, more convenient customer experience
Influencer	**What they care about**	**How to get them on-board**

QikServe

Employees

- The impact of technology on their job
- Improving working conditions
- Providing excellent service
- Making their day-to-day lives easier/more efficient

As with franchisees, employees may not have any input over the implementation of new technologies but they certainly have an impact on the success of them once launched.

Employees may be skeptical about the reasons behind new technology deployments - especially self-service - so make them an on-site advocate for kiosks by:

- Explaining how kiosks can make their day-to-day job easier, taking the pressure off front of house staff especially during busier periods
- Allowing staff to spend more time and better-quality time with guests who need or prefer face-to-face assistance
- Getting staff involved with the kiosk launch by training them to provide assistance and encourage guests to use the kiosks, especially during busy periods
- Incentivizing staff to promote kiosks. For example, during the first month of launch, offer a special employee of the week incentive for those driving the most guests to kiosks or the employee that proved to be most helpful when fielding customers' kiosk questions

QikServe

SECTION 3

Kiosks:
Where should they go?

If you've never deployed a kiosk solution before, it can be difficult to know where to put them. However, it does need a good deal of thought because installing cables, power, hardwired internet and so on incorrectly, and ripping it all out to start again isn't just costly, it's disruptive for staff and customers.

Think carefully about the traffic flow through the store, where guests enter and leave, where your existing counters and tables are, what furniture can and can't be easily moved. Think about where current bottlenecks happen and how you can clear these by using kiosks to attract guests to different, more spacious areas of your stores. If you have lines at both the counter and kiosks during peak times, will this cause congestion or is there adequate space for everyone?

By mapping out different scenarios within your store, you can make an informed decision about where your kiosks should be positioned to avoid any unnecessary relocation costs or staff and customer frustration.

QikServe
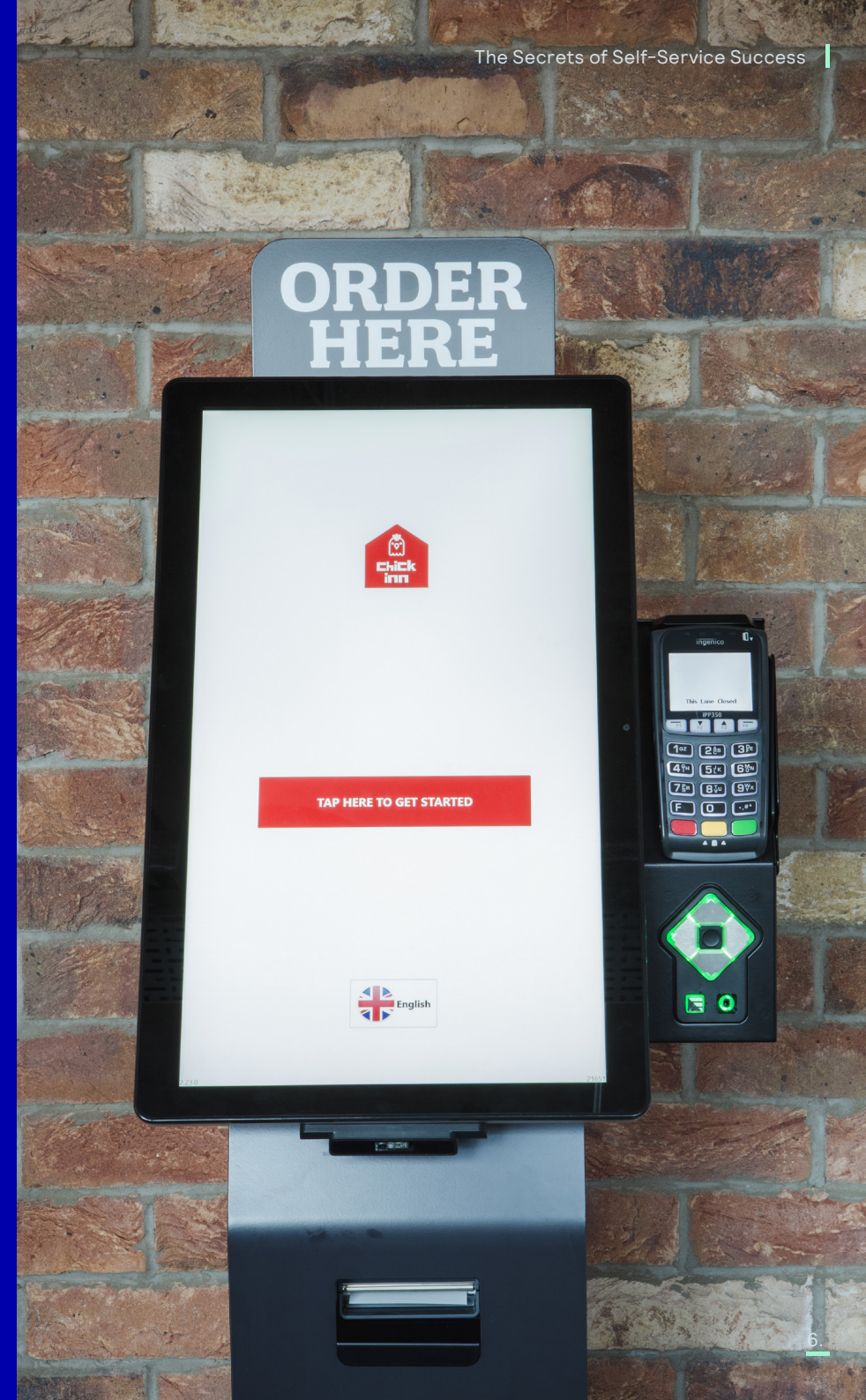
Scenario mapping

Imagine it's peak time: 1pm on a hot summer day. You'll likely have multiple queues forming in store - one for kiosks, another for pick-up, one for those who want to make their order in person and maybe even one outside the store to get in. It's important to think about where all of these queues are likely to form and how they might overlap, while taking into consideration areas you need to keep clear such as those for service staff, toilet access, entrances, exits and general health and safety.

Questions to ask

- Where will the queues form and will they overlap?
- What are the different traffic flows through the store?
- Signage – where should customers go to pick up their food?
- What are the peak times throughout the day, month, year?
- If fulfilment able to cope with peak times?
- What is your customers' experience and throughput?

By preparing for every eventuality you will not only determine the best place to install your kiosks, you will also have a plan of action for how to deal with any chaotic situations should they arise.

SECTION 4

Case Study:
HMSHost

THE CHALLENGE

We wanted to join the 21st century – our customers were increasingly demanding new and different ways of ordering and paying for their food.

- James Schmit, VP of Innovation, HMSHost

QikServe

HMSHost rolls out kiosk ordering in quick-service restaurant across America

HMSHost is part of Autogrill S.p.A – the world's largest provider of food and beverage services for travelers – and creates innovative dining locations at hundreds of airports and motorway travel plazas across North America.

In 2017, HMSHost engaged QikServe to implement a kiosk-based ordering system at around 85 of its US licensed stores of a major Quick Service Restaurant (QSR) chain.

The solution is built on QikServe's ordering and payment software, which is fully integrated with HMSHost's Oracle point of sale system, and provides customers with an intuitive user interface that allows them to navigate the restaurant's menu with ease.

Following roll-out the kiosks at initial locations, HMSHost North America has seen compelling results.

"Since deploying the QikServe kiosk solution at the first restaurants, we have seen a significant improvement in average ticket prices" says VP of Innovation at HMSHost, James Schmitz.

The ability to add up-selling and cross-selling elements to the QikServe ordering process has been successful in helping drive higher average orders.

"Indeed, average transaction increase on the QikServe kiosks has been so high that it has driven the overall business performance higher at those locations."

"We see that our customers now have the confidence that there is another option when they see that there are long lines at the counter. The QikServe kiosks have helped us manage high customer volume during busy periods like Thanksgiving."

View the full case study here

SECTION 5

Test, test
Then test again

As with any major technology implementation, it's wise not to put all your eggs in one basket and go for a full-on launch before you've properly tested and ironed out any wrinkles in the new process. Despite the meticulous planning you've put into the project, there are always areas that can be improved before unleashing new tech on your customer base or rolling it out across all locations.

Choose one or two test sites for your kiosk deployment to gauge what works and what doesn't. For example:

1. Is traffic flow through the restaurant affected?

2. Are staff adequately trained to deal with any issues?

3. Do customers find it intuitive and easy to go through the kiosk journey? Or do they constantly look to staff for help?

4. Are customers left guessing where to pick up their meal after they've paid at the kiosk?

5. Are orders coming in from the kiosk to the Kitchen Display System (KDS) properly?

6. Are orders from the kiosks being properly synced to the POS?

7. Are actions such as customizing orders and payment being carried out easily?

8. Is internationalization important? Do you need to offer different languages or currencies?

These are just some of the areas you need to assess when testing the kiosks in situ. You might find that you're missing clear instructions on the last page of the kiosk journey that tells guests what they should do and where they should go next. This can trigger a conversation with your marketing or operations department to make sure the store has clear pick-up signage to collect their orders and help guide changes to the kiosk messaging to make sure customers aren't left guessing what to do next.

QikServe

SECTION 6

Staff education:
Leadership on the ground

It's understandable that some of your staff might look at self-service kiosks with some trepidation but automation isn't about replacing man with machine. Getting all your employees on board, from floor staff and management to back of house and kitchen staff, is key to making your kiosk deployment a success.

In the first few weeks fully trained should be on hand to support and enhance the customer experience. There kiosk ambassadors can encourage guests to use the kiosks if they're standing in a line and give customers who are unfamiliar with the kiosk journey a helping hand, showing them how quick and easy they are to use.

All staff should be educated on the benefits of kiosk deployment, such as taking pressure off them during peaks times and allowing them to spend more time with guests who need or prefer face-to-face assistance. Managers should be given extra training on troubleshooting any issues that might arise with the kiosk

for example, receipt paper change or rebooting. The more knowledge and tools you give your staff to both accept and actively promote and manage kiosks, the more successful your deployment will be.

Why not go that extra mile and incentivize staff to get on board with kiosks? You can have a weekly prize for the staff member that has been most proactive in driving customers to the kiosks or that has been of most help to customers when they have questions about the kiosk journey. As your managers and floor staff are first port of call when any kiosk issues arise, it's a good idea to get regular feedback from them as to how the implementation is going.

After initial deployment, set-up regular staff meets or suggestion boxes for any issues experienced from either the customer or staff point of view so you can proactively address them before a wider roll-out.

QikServe

SECTION 7

Making it big with Marketing

Once any initial issues are fixed, it's now time to shout about your brand-new kiosks! Whatever your reasons are for implementing them, you won't see the results you want until people are using your kiosks – time and time again.

Onsite Marketing

Appoint dedicated kiosk advocates that welcome customers to the store and direct them straight to your kiosks. Let your employees enhance the experience by being on hand to field any questions or explain how and why these kiosks benefit customers. Guests will appreciate your kiosks even more when staff explain they can beat the lunch time rush hour lines by using them and collecting their order at a dedicated express collection point.

Image: Sample poster

TOP TIPS FOR IN-STORE FLYERS:

- Ensure placement is at eye level
- Emphasise speed and ease of use
- Use arrows to direct traffic if necessary
- Highlight key benefits
- Link to social media campaign

Print eye-catching signs, posters, table talkers and flyers to promote your kiosks and their benefits in and around your stores. If you have digital signage or dual POS screens at check-out, consider using them to promote your new kiosk service for your customers' next visit. You could also consider running a higher incentive campaign offering the first 100 users of the kiosks a free dessert, for example.

QikServe

Offsite Marketing

Having a PR strategy in place to make a splash about your new technology is a great way of publicizing your kiosks. There are a number of angles your PR folks could take advantage of. Here are just a few ideas:

Industry media

Cement your brand's position as a trailblazer when it comes to digital innovation. Give the industry a sneak peek into your long-term digital strategy focusing on how kiosks are just the starting point into complete customer engagement transformation. Offer exclusive interviews with your CEO or other members of your executive team explaining the launch and what it means for the longer term.

Local media

Is your brand concentrated in specific cities or regions? Tailor your approach to target the media that cover your area. Get quotes from local or regional managers about the benefits of kiosks and any local competitions or promotions associated with launch. Organize a photo-call so your staff and local guests can feel part of the story and grab their 15 minutes of fame at the same time.

National media

Are you a national or international brand? Take your story to the top tier of media by giving them the scoop on the impact of your kiosk investment. You might want to include powerful quantitative data about how self-service kiosks have improved efficiency or boosted revenues. Arrange a photo-call with top title publications to the launch of the kiosks at a flagship store with your brand's CEO for example. Highlight your brand's dedication to customer service and experience by giving an insight into future digital deployments to transform the user journey.

QikServe

Make all your digital channels work hard for you when it comes to promoting kiosks. Get your web team to create banners and provide FAQs and additional information on your website. Use your social media channels to post images of customers using your kiosks and get quotes from them about how it saved them time and how easy they are to use.

Social Media

Social is also a great channel for shouting about any kiosk-related promotions you might be running in the wake of launch. You might even consider running a social campaign to drive interest and engagement around your kiosk deployment. For example, offering prizes to the first 500 users who post a photo of themselves using the kiosks on Facebook or Twitter using a specific hashtag.

Distributing flyers to those in close proximity to your stores can also help with kiosk adoption, especially during peak periods such as the morning or lunch time rush. Be sure to make your flyers eye-catching and simple with a clear message of the benefits kiosks offer your customers. You can even use your flyers to promote a kiosk-only offer.

If you have a good quality database of customers, why not email them and let them know about your new kiosks? Again, by keeping the message short, clear and focussed on the benefits kiosks offer your guests, you can really help boost adoption post launch. Mailers can also help spread the word about any kiosk-only incentives you might be running during the launch.

QikServe

SECTION 8

Beyond launch

You've painstakingly worked with your suppliers to create a fantastic, brand-unique, kiosk ordering and payment solution. You've implemented it, tested it and spent significant amounts of time and money launching, promoting and rolling your kiosks out across your estate. Now what?

Test. Review. Improve.

Prior to a kiosk implementation, various key performance indicators (KPIs) would be set-up to assess the success of the technology. For example, a financial KPI might be around the percentage of orders taken via kiosk vs. counter and the increase in spend through kiosk ordering. Operational KPIs may focus on whether there is an increase in traffic flow through the store and if that traffic flow is more efficient than pre-kiosk measurements. Marketing KPIs are usuall more skewed towards customer experience and any additional data gathered on customers, their preferences and behaviors.

Continual review of kiosk performance and whether they are meeting their KPIs and original objectives is key for on-going improvement and the ultimate success of the project. Gather as much data as you can about your kiosks so you can make informed decisions about future improvements or changes to them.

For your brand, kiosks might be just one element in a wider digital engagement strategy so getting an accurate view on how other channels feed into and can be developed from a kiosk deployment is important. For example, you might see kiosks as the first phase of a wider omni-channel strategy, with the longer-term goal being that your customers can interact, engage and transact through tablet, kiosk, web, mobile or even through conversational systems (such as Google Assistant or Amazon's Alexa) in the future. Or that all of your channels are fully integrated so context is maintained throughout the customer journey, regardless of the channel chosen.

QikServe

QikServe

QikServe is the enterprise platform for guest self-service in hospitality. Using any channel from kiosks and tablets to web and mobile apps, hospitality operators can provide powerful in-store solutions from ordering to payment, giving guests the convenience to order and pay for their food and drinks whenever and however they want.

www.qikserve.com