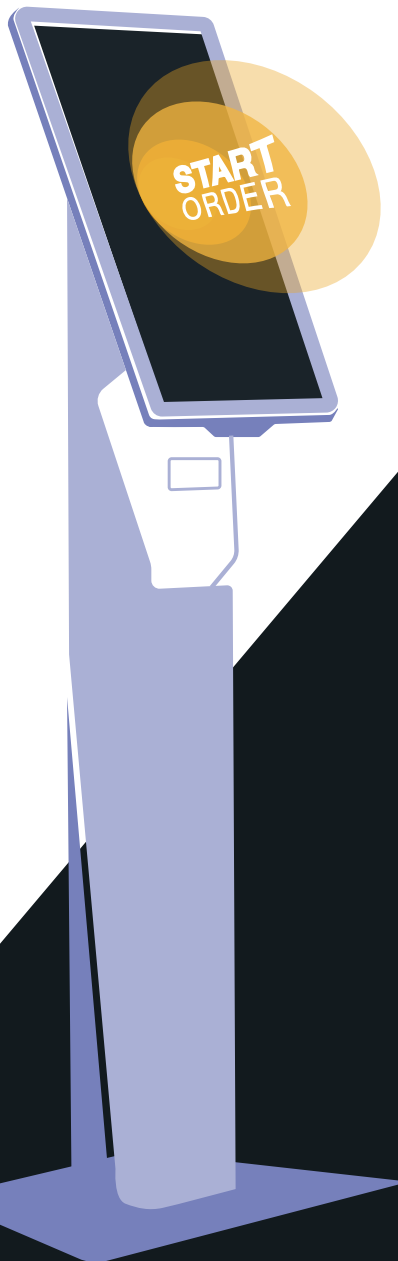




Empowering Businesses to Achieve More



Trending Now **The Smart Kiosk For Restaurants**

Powered by AI

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Modern Restaurant Technology

Technology continues to evolve at breakneck speed. The “edge” of leading-edge technology keeps moving further and further across the horizon. What used to be “nice to have” technology solutions are now becoming mandates to staying competitive and relevant in one’s business segment. The pressure for businesses to adopt the latest and greatest solutions is real, and being driven by the demands of their customers and the need to further optimize their business operations to stay competitive.

Most restaurants have adopted some degree of smart kitchen technology to help reduce costs, simplify operations, and provide preemptive problem resolution (identify issues before they become problems). Kitchen appliances are so much more energy-efficient. Smart refrigerators can now provide alerts when specific inventory items are getting low or about to expire. Imagine a soft drink machine that can alert you of an issue before soda quality is compromised for your customers. Or, a kitchen cooler letting you know of a worsening cooling problem before it impacts thousands of dollars of your valuable food inventory.

Customer-facing technologies have revolutionized the entire restaurant industry, providing a new level of engagement for your guests. Self-ordering kiosks, mobile order apps, and food delivery networks provide ultra-convenience for customers. Research shows how these new technologies enhance the total customer experience while opening up new revenue streams for restaurants.

Providing an exceptional “dine-in” experience begins with the order, and in fact, 74% of customers will consider switching brands if the ordering process is too difficult. *

Born in the late 1970s, self-service kiosks have become “in-vogue” in today’s eating establishments. With a 40-year head start on technology evolution, today’s self-service kiosks are delighting guests and generating tremendous value for restaurants.

- ▶ Nearly 50% of all customers would visit a restaurant more often if kiosks were offered.
- ▶ Kiosks can increase dine-in ticket sales by 10-30%.

But wait, it gets even better.



Introducing The Smart Kiosk (Powered by AI)

AI, or Artificial Intelligence, is the ability for machines to work and react like humans. AI technology makes our interactions with machines more convenient, enjoyable, and empowering. When businesses are successful in improving human and machine interaction – good things happen!



- ▶ 82% of businesses that have invested in AI have gained a financial return on their investment. **

In the restaurant industry, where competition is fierce and margins are slim, you need to deliver a great dining experience for your customers. And this experience begins with their order. Smart kiosks will absolutely delight customers during the ordering process.

Imagine it's peak dining time. Do you want your customers waiting in long lines to place their orders? Probably not... and when restaurants get busy, staff gets stressed and errors occur which compounds wait times and customer satisfaction. You don't want to lose customers, and we already know that on average 74% will consider switching brands if the ordering process becomes too difficult.

OK, now imagine if you offered the smart kiosk for your customers. During those extra busy hours, customers can now place their orders on the smart kiosk using large touchscreens, simple prompts, and enticing food imagery. They will easily navigate through the ordering process at their own pace, customizing their order, and checkout with the convenience of "self-pay" options. Remember, these kiosks are **SMART** – and will make personalized recommendations to help increase those order sizes!

The smart kiosk is also **INTUITIVE**, and gets to know your customers by remembering their unique purchase patterns and preferences which is very difficult if not impossible for your busy employees. This added level of engagement is the power of AI, and provides the extra ingredients to deliver an outstanding ordering experience.

So, what just happened? Well, you streamlined your ordering process! Customer orders now go directly to the kitchen and your POS system, updating your inventory records. You've become more efficient by reducing order staff, and repositioning employees for higher value services. Wait times and ordering errors have been significantly reduced – definitely increasing customer satisfaction.

Whether you go all-in with smart kiosks, or take a phased-in approach for your restaurant – you will be happy with the positive impact on sales, operations, and customer satisfaction. ROI, or payback, on the smart kiosk is fast, with most restaurants seeing a return on their investment within a couple of months.



Benefits to Customers

According to American Express, 7 out of 10 US consumers will spend more money to do business with a company that delivers excellent service. And, with customer satisfaction the #1 predictor of a restaurant's success, restaurants need to be firing on all cylinders across the total dining experience. By modernizing technology with the smart kiosk, they are well on their way.

Convenient

Customers demand convenience. Smart kiosks let customers place orders, check-out, and pay on their own terms. No feelings of being rushed by the order taker or scanning the menu to quickly identify options such as side dishes and extras. Smart kiosks present the complete menu and make ordering simple and quick.

Easy to Use

With powerful content and enticing food imagery, customers know exactly what they are ordering. Simple prompts and customized recommendations help them easily navigate through the entire ordering process. Nutritional information, personalized messages, and restaurant promotions are available to enhance the experience.

Intelligent Recommendations

The smart kiosk provides menu recommendations based on customer purchasing patterns, current order, time of day, day of the week, and probability of success. For example, if the customer has previously ordered a glass of wine, the kiosk may make a specific wine recommendation based on the entrée they have selected. The smart kiosk can also track which menu recommendations have been most successful with various customer segments, and recommend those with a higher chance of purchase success.



Setting Expectations

Wouldn't it be cool to receive an estimated wait time with your order based on menu items selected, order size, and the current kitchen workload? With today's busy schedules every minute matters, whether to make a quick phone call, return a message, or just sit back and relax at your table. Providing accurate wait time expectations shows that you care, and will be appreciated by your customers.

More Accurate

When customers place their own orders through the smart kiosk, order accuracy is improved. This eliminates the miscommunication that can occur with human order-takers leading to the costly order redo and loss of inventory. Plus, when the customer is in control, they can confirm the order on the screen to ensure accurate and complete.



Benefits to Restaurants

Affordable with high ROI

Once only used by the big guys such as McDonalds and Panera, smart kiosks have become increasingly affordable. Now, better technology (remember - 40 years of evolution!), and at a fraction of the cost, kiosks are available for restaurants of all sizes. Plus, these kiosks will pay for themselves in no time with the increase in sales they generate – often generating \$20,000-\$40,000+ in incremental sales in less than 6 months.

Larger orders

Yes - kiosks will increase average orders by 10- 30%. Studies show that when a customer orders through a kiosk without human intervention, they buy more. Plus, a smart kiosk never forgets to upsell and make great dining recommendations. Customers enjoy the convenience of ordering on their own terms with the simple and intuitive design of this technology.

Sales & Revenue Forecasts

With powerful analytic and reporting features, these kiosks help restaurants better plan staffing and inventory requirements based on smart revenue predictions. A powerful tool for your business, smart kiosks will identify recognizable patterns to help you visualize future revenue trajectory. The smart kiosk will even help you determine the best location for the kiosk(s).

Business Insights

In addition to revenue forecasts, you gain valuable insights about your customers including purchasing behavior, dining preferences, demographics, and segmentation. Insights you can use to target personalized kiosk messages, special promotions, and rewards to better satisfy your guests. Satisfied customers become repeat customers, repeat customers become loyal customers, and loyal customers become advocates for your restaurant.





About Applova Inc.

Applova Inc., based in Silicon Valley, specializes in ordering & engagement technologies for restaurants and retail businesses. With a portfolio of self-order kiosks, online storefronts, and mobile order-ahead solutions, Applova empowers businesses to deliver exceptional customer experiences. Out of the box, solutions come integrated to payment gateways, POS terminals, and eCommerce platforms – with no coding required. With Applova, businesses can leverage new sales channels while driving new levels of customer engagement.

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