



Seven Reasons to Use Self-Service Kiosk Solutions in Your Restaurant

From check-ins at airports to check-outs at grocery stores, self-service kiosks are becoming a “must-have” technology, and the restaurant industry is perhaps the biggest sector that can benefit from adopting them. Whether they are countertop, free-standing, wall-mounted, tabletop, or even outdoor models, self-service kiosks can provide a variety of advantages for your restaurant.

1 Enhanced Order Customization

With self-service kiosks, customers enter their own choices directly. This empowers them to personalize their orders exactly as they want. The display shows all available options and can provide detailed descriptions and nutritional information, which is especially helpful for people with dietary restrictions. Diners can view current specials and explore the menu in more depth without holding up the line at the counter. And since your kiosks should be fully integrated with your point of sale (POS) system and your loyalty rewards program, you will be able to provide customers with even more personalized suggestions based on previous orders.

2 Shorter Wait Times

How often have you seen customers walk in, then walk right back out again after seeing how long the lines are? Or how often have you done that yourself as a customer? Busy diners don't want to wait around to place an order, especially during peak times such as the before-work or lunchtime rushes. Giving them multiple ordering points will reduce or eliminate long lines and keep that revenue from heading back out the door. Kiosks also enable you to serve more people per shift, raising your profits.

3 Increased Speed of Service

Self-service kiosks send orders directly to the kitchen, so your kitchen staff can begin order prep ASAP. This process is even more efficient if you're using a kitchen display system instead of printing out paper tickets. Full-service restaurants benefit the most from this, as diners don't have to wait for servers to take the orders and run them back to the kitchen or to the POS terminal for entry. The faster the order fulfillment goes, the more customers you can serve per shift — and the more satisfied those customers will be.

4 Improved Order Accuracy

Paper tickets can be rendered unreadable by kitchen steam, spills, or just plain bad handwriting; and cashiers taking orders at the counter can mis-hear customers in a busy environment or simply hit a wrong button. Self-service kiosks eliminate these possibilities for error, since customers are entering exactly what they want and can verify onscreen that everything is correct before submitting. Accurate orders mean happy customers and reduced wasting of food and time.

5 Reduced Front-of-House Labor Costs

Adding self-service kiosks allows you to reduce the number of front-of-house (FOH) employees responsible for taking orders. You'll still need some FOH staff to assist with the kiosks if needed—as grocery store cashiers do with self-checkout—or to take some orders at the POS terminal. But the others can be reallocated to the back of the house to assist with order fulfillment, making more efficient use of their time and boosting the speed of service.

6 Increased Average Ticket Sizes

Unlike human cashiers, self-service kiosks never forget to upsell or cross-sell. Intuitive prompts in the order flow encourage customers to create a combo with a large drink or dessert, or to customize their food even more by adding extra toppings. Even small additions increase ticket sizes; and studies have repeatedly shown that customers placing their own orders tend to purchase more food than those ordering from a cashier. So kiosks directly increase revenue.

7 Improved Overall Customer Experience

Reliable order accuracy, speed of service, and reduced lines all contribute to creating the best possible customer experience. The more positive your diners' encounters are, the more likely they are to return. It's cheaper to keep existing clients than it is to recruit new ones. Plus, repeat customers tend to spend up to 33% more than new ones. Therefore, increasing customer retention is a key strategy for reducing costs and increasing revenue. Kiosks provide the convenience and personalization that, when paired with great food, keep people coming back for more.



Adopting a kiosk strategy for your restaurant might be easier than you think. The [OrderUp App](#) from SalesVu turns any iPad into a self-service kiosk. To find out more or to request a demo, [contact SalesVu](#) today. Our 24/7 customer support is ready to help you increase your profits and grow your business.