



## Top 12 Must-Have Technologies for Your Restaurant

*If you're looking to upgrade and streamline your operations, it's time to consider your technology options. Here are the top twelve technologies for keeping your restaurant up-to-date and running smoothly.*

### 1 A Great Website

Customers expect to be able to view a restaurant's menu, hours of operation, and to get a read on a restaurant's atmosphere all from the restaurant website. If your website isn't inviting, that's the impression you'll leave on potential customers, running the risk of losing new business.

### 2 Robust & Easy-to-Use Split Check Feature

There are several things to consider when choosing a point of sale (POS) system, but one that might be overlooked is the ability to split checks easily. Servers are frequently called on to divide the bill in a variety of ways. To make this function painless and to maintain customer satisfaction with the experience, choose a solution that allows servers to easily split checks — by total amount (including tips), by item, or by seat.

### 3 SMS-Based Waitlist

Nobody likes carrying around buzzers while waiting to be notified their table is ready. Look for an SMS-based reservation and waitlist program that not only calculates accurate wait times for customers placed on the list but also sends them a text message when their table is available.

### 4 Your Own Reservation iPhone/Android App

Take reservations online via your website or your own branded app for FREE. This solution should work seamlessly with your SMS-based waitlist so that you're not overbooking and creating negative restaurant experiences for your diners. Your solution should also allow you to set up a deposit upon reservation to avoid lost revenue due to no-shows and should not charge you by transaction for that service.

### 5 Self-Order Kiosks for your To-Go Counter

Table-service restaurants can benefit greatly from having a self-service kiosk to handle to-go orders, or from having self-order iPads at the tables so customers can start ordering drinks and appetizers without having to wait for their server. Self-service kiosks save on labor and give servers more time to spend with customers. Wait times are reduced because orders go directly to the kitchen.

### 6 A Seamless KDS

The right KDS will reliably route orders to the appropriate prep stations, increasing visibility for staff and reducing wait times for customers. Your KDS should also seamlessly integrate dine-in orders, to-go orders from your self-service kiosk, and online orders or deliveries from your website or branded app.

## 7 Employee Management System

On the administrative side, you need a good employee management and shift scheduling tool. Plan in advance based on your needs, ensure that your shifts are always covered, and allow workers to trade shifts, freeing up managers to focus on other issues.

## 8 Inventory Management

Inventory management ensures you never run out of the ingredients for your customers' favorite dishes and drinks. You also need to keep an eye on theft and shrinkage. Finally, centralized inventory management can alert you to potential problems of food waste or ingredient waste that you'll need to address.

## 9 Online Sales Reporting & Account System

With online sales reporting, managers can determine sales based on individual product, category of products, employee, or even time of day. Your centralized, cloud-based management should also include robust accounting features that can be used alone or integrated with QuickBooks. Discover if you're spending more than 1/3 of your revenue on labor, inventory, and fixed costs before waiting for the monthly report from your accountant.

## 10 Gift Cards

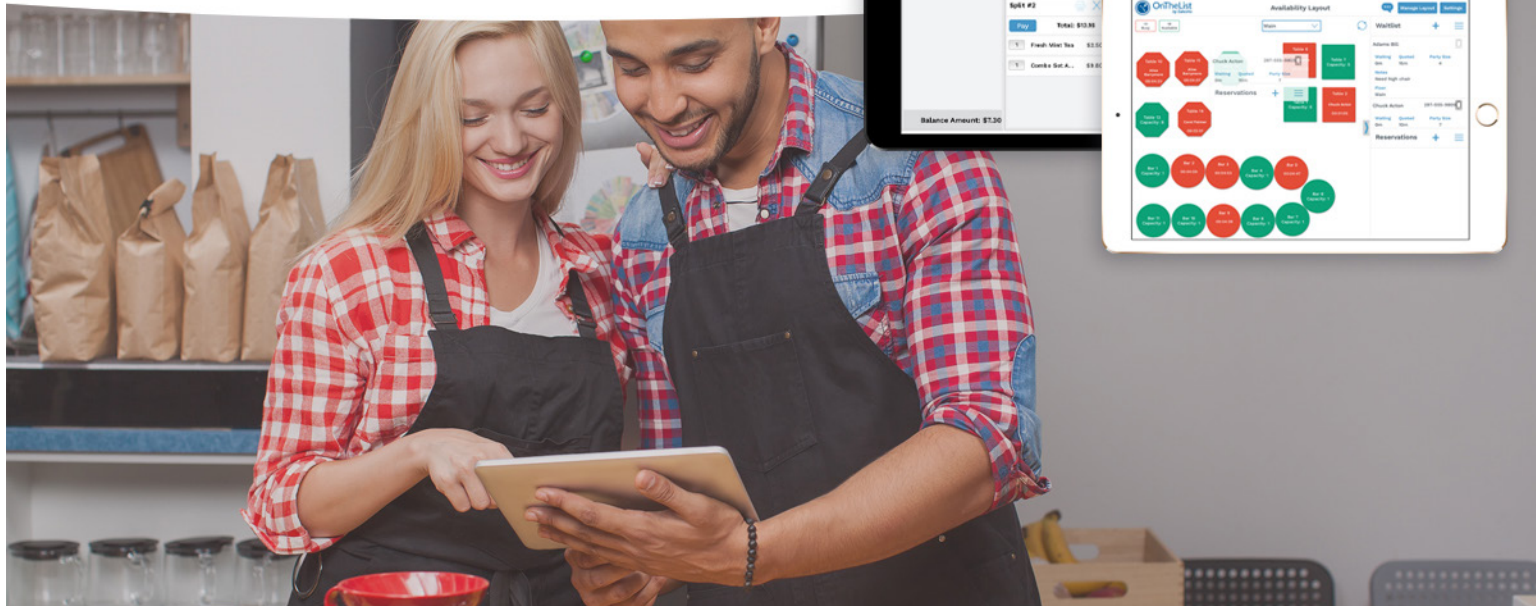
Offering gift cards is one way to generate word of mouth or get customers to bring friends.

## 11 Loyalty Programs

Loyalty programs that reward repeat business with discounts, free food, or other special perks are a way to keep your regulars returning. There are solutions that can automate and track such programs, making it easy for diners to redeem rewards.


## 12 Revenue Increasing Tools

Leverage revenue boosting and customer retention tools such as group coupons and marketing automation. Group coupon tools will allow you to reach brand new customers and increase revenue quickly. Marketing automation will ensure you turn new customers into regular customers through personalized offers delivered right to their inboxes.



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