



Can Guest-Facing Technology Improve Your Business?

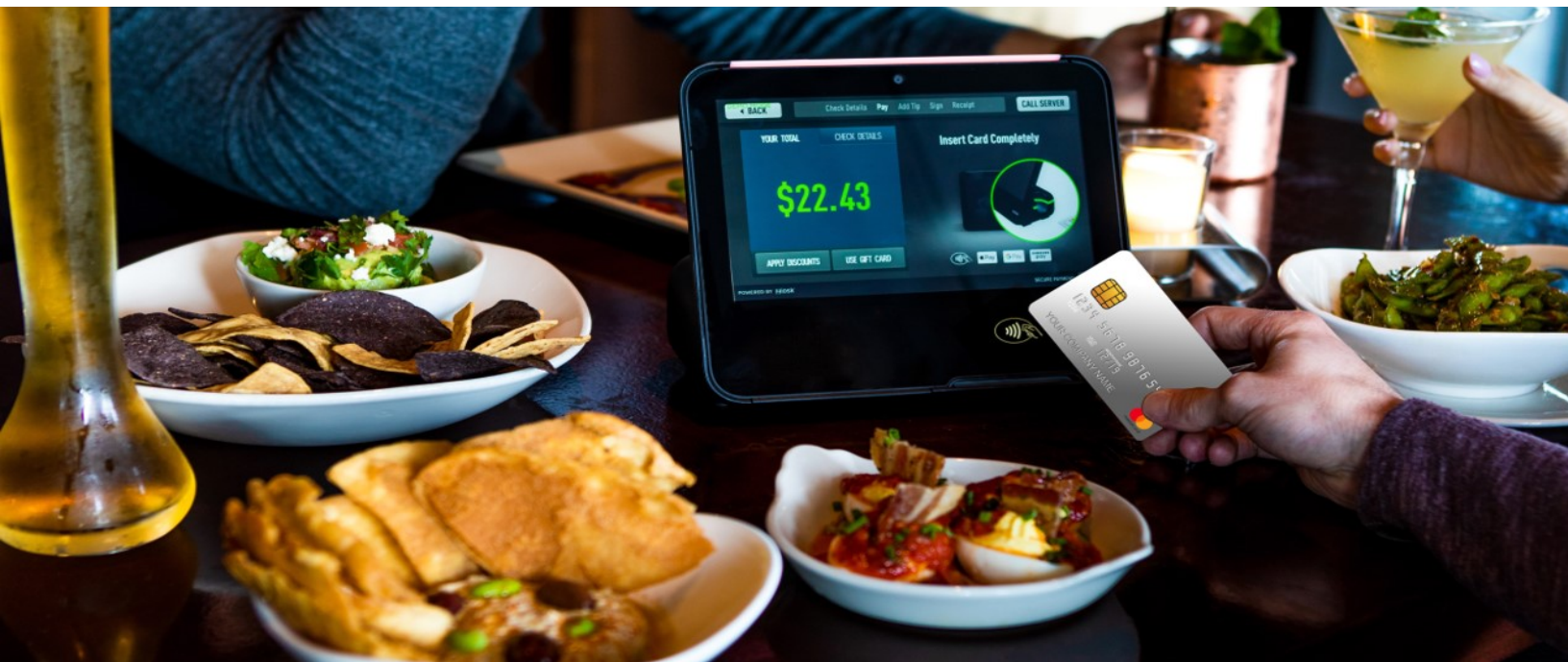
The buzz about restaurant technology in a crowded marketplace can be deafening. But the fundamentals of running a successful restaurant business remain the same.

“What does it boil down to? If your guests have a good experience they are more likely to return. Therefore, if you improve the guest experience, you can greatly impact guest frequency.”

Jack Baum, Owner of Woodlands Bar & Grill and CEO of Ziosk

But where does technology fit in? How do you use guest-facing technology to increase guest satisfaction and realize the maximum ROI?

Understanding how to incorporate guest-facing technology will take your business to the next level. This guide outlines **4 important questions** to ask when trying to understand if guest-facing technology can provide a positive impact on your business.

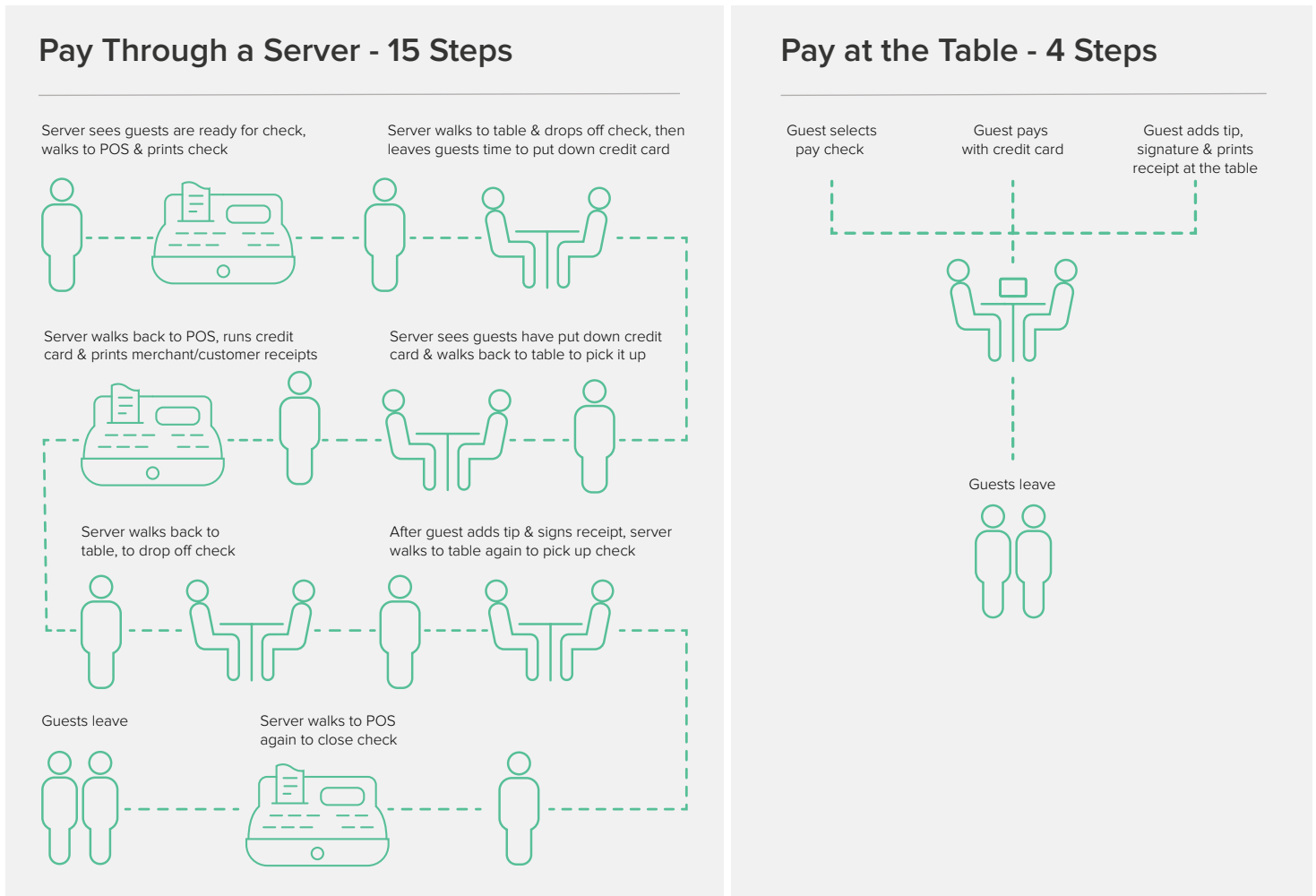


Can I save money by optimizing labor?

01

The minimum wage and cost of benefits are rising, but guests still expect and deserve exceptional service. How can you reduce labor while delivering a positive guest experience to encourage patrons to return more often? If the answer were simple, you would already know it. When understanding if technology can improve your labor cost, it's important to bring your attention to the steps of service.

The steps of service that require the bulk of a server's time with the least amount of guest interaction comes with paying the check.



Simply by virtue of having payment at the table, you're able to save so much of the server's time, which can be then reinvested into your guests.



Your servers can effectively manage 50% more tables, which means you need less staff to satisfy your guests—while delivering a much higher quality guest experience.

Let’s take a restaurant concept with 5 locations in Colorado to see the impact of tabletop technology on labor savings.

\$10

HOURLY WAGE

24

SHIFTS PER MONTH TO IMPACT

03

HOURS PER SHIFT

05

LOCATIONS

Restaurant Labor Efficiencies			
	REDUCE BY 1 SERVER	REDUCE BY 1.5 SERVERS	REDUCE BY 2 SERVERS
Reduced server cost per store/per week	\$183.60	\$275.40	\$367.20
Reduced server cost per store/per month	\$734.40	\$1,101.60	\$1,468.80
Reduced server cost per store/per year	\$8,812.80	\$13,219.20	\$17,625.60
Annual reduced server cost for all locations	\$44,064.00	\$66,096.00	\$88,128.00

One location can save up to \$17,000 in labor costs with tabletop technology and this 5 store chain can save almost \$90,000!

Am I maximizing throughput at peak hours?

02

Most restaurants don't always have a wait—but there are key times each week where they do. If you aren't operating as efficiently as you can during those peak hours, you're leaving revenue on the table.

How do you identify peak hours?

Calculate how many hours your restaurant is at **90% capacity or above**. That means that you have checks open on over 90% of your tables during that hour.

Table Utilization Matrix 16 Peak Hours												
	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm	10pm
THU		91%										
FRI		92%	90%						92%	95%	93%	
SAT	91%	94%	92%					92%	95%	96%	94%	
SUN	90%	92%	93%									

The same 5 location restaurant concept in Colorado has identified **16 peak hours** or 960 peak minutes per week where there is an opportunity to seat more people.

How do you speed up table turns to make the most of your peak hours?

The same way you save on labor above – with guest-facing technology that has been proven to save up to **9 minutes in table turn time**.

Let’s crunch the numbers. If you can better utilize tables during times of high traffic, what can that do for your bottom line?

960

PEAK MINUTES
PER WEEK

05

MINUTES
SAVED IN
TABLE TURNS

35

NUMBER OF
DINING TABLES

80%

PAY-AT-THE-
TABLE

\$20

AVERAGE
CHECK AMOUNT

05

NUMBER OF
LOCATIONS

Increased Table Turn Time = Increased Revenue					
NO TECH	WITH TECH	PER STORE/ PER WEEK	PER STORE/ PER WEEK	PER STORE/ PER MONTH	PER STORE/ PER YEAR
Peak Minutes (Peak Hours X 60 minutes)		960	960	3840	46,080
Estimated Table Turn Time		49	44	176	2,112
Checks per table (Peak minutes/Table Turn Time)		20	22	87	1,047
Incremental Checks Per Table			2	9	107
Eligible tables per store (Core tables X PATT %)			28	112	1,344
Incremental Checks (Incremental Table Turns X Eligible Tables)			62	249	2,992
Incremental Revenue (Incremental Checks X Check average)			\$1,246.75	\$4,987.01	\$59,844.16

A single store can realize almost \$60,000 in sales a year by maximizing throughput. Looking at the 5 locations together that’s \$300,000 per year of dollars being left on the table!

Do I know what my guests really think?

03

Do you truly have a pulse on what your guests think? From each individual dining experience, to the service, the food, the atmosphere? You may think you do, but are you completely objective? Is your information accurate? Traditional ways of collecting guest feedback include printing

a message on a receipt that prompts the guest to log into a website to answer your questions. Usually, there's an incentive for the guest to do so, making their motivations for filling out the survey dubious at best.

What does this traditional model of survey provide?

- Low opt in rates – on average, you see 1-2 responses per store per month
- Often inaccurate responses, i.e.:
 - + People who are upset and want to complain
 - + People who only fill out the survey for the incentive
 - + Servers who take survey themselves, so they can give themselves high marks

With feed back like that, do you really think you're getting a true representation of how your restaurant is performing?

Why is a survey engine on tabletop technology better?

- High opt-in rates - see up to 1200 per store per month
- More accurate responses:
 - + The survey is not incentivized, so no one's just in it for the prize
 - + The survey times out, so servers can't take the survey themselves
 - + The volume of surveys given offers a chance to ask different questions to different people based on their order

With greater quality and quantity of guest feedback, you can understand input from your guests and use it to optimize your restaurant's performance.



How can I increase revenue without raising prices?

04

There is a simple, straightforward way to increase revenue – raise your prices. But, pricing is a delicate balance, especially with your loyal customers. How do you increase revenue without losing patrons or hurting your restaurant business?

Capitalize on magic moments

Do your servers always stop by the table at the perfect time to offer a second drink —right before their meal comes? Do your servers always suggest dessert? Do your servers always prompt for coffee after the meal?

Your best server probably does most of the time, but no server is able to do it all of the time – and there are some that simply don't even try. This creates missed opportunities to provide a guest with something that they want to pay for.

Tabletop tech is like a server's assistant that is always there to help give a guest control to get what they need, precisely when they need it.



Lost items, lost opportunities

How confident are you that every item that lands on a guest's table ends up on the check?

With items like non-alcoholic beverages, servers can easily forget to add them to the check. In times of high traffic, they can open the check with waters and forget to go back and add the appropriate drinks. Sometimes, servers may think leaving these items off the check will result in a higher tip. At the end of the day, the reason it happens is not as important as the profits it takes from your bottom line.

When a guest places an order on tabletop technology, everything is captured on the check. Nothing slips through the cracks. You are gaining revenue you didn't even know you were losing.

New revenue streams

Most restaurants don't take advantage of all the downtime in the dining experience. With tabletop tech, you can provide entertainment for kids, adults and families, creating fun and communal experiences at the table, while also creating a new revenue stream.

The optional entertainment charge goes straight to your bottom line with no overhead. And if your guests aren't interested, they can simply opt out.



If you have good answers to those questions and the right guest-facing technology tools in place, you can truly optimize your business.



Ready to see how you can realize the benefits of guest-facing technology for your restaurant?

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