

**SAMSUNG**

# Next in Line

How QSRs can improve their bottom line with tech – from customer experience to employee empowerment



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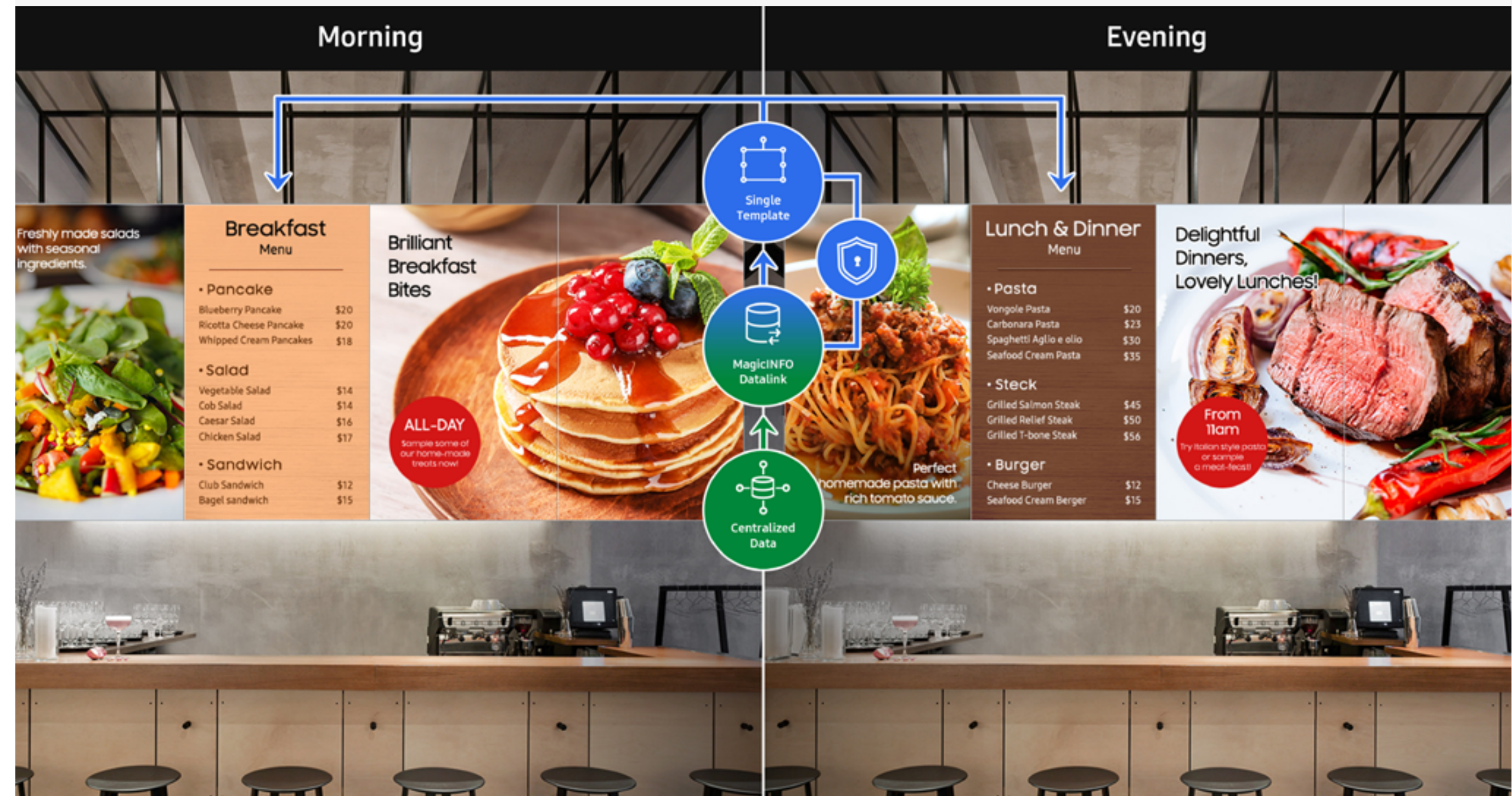
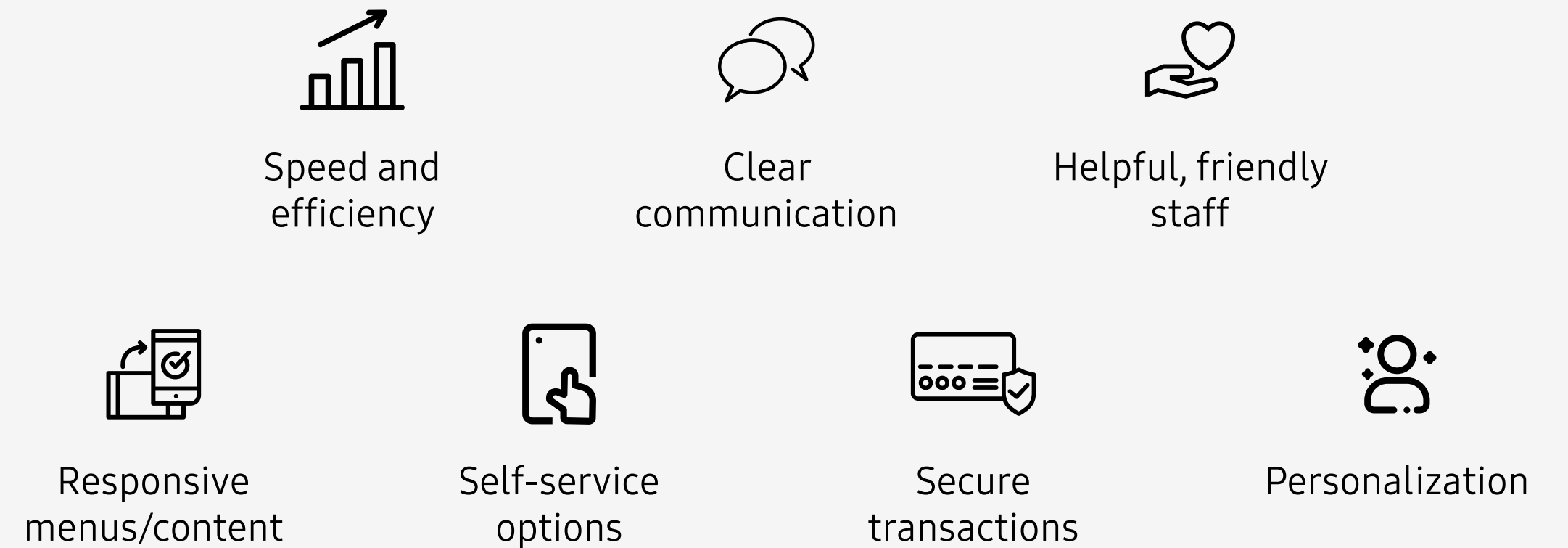
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## Why QSRs need a complete digital ecosystem

The landscape of food and beverage is shifting, and perhaps no sector of the industry has been more deeply affected than quick service restaurants or QSRs. The speed and degree to which customers are changing the way they eat has left many QSRs scrambling to find adequate staffing, maximize their limited space, and stay on top of the daily demands of drive-thru and mobile orders.

While QSRs are being forced to adapt rapidly, the demand for quick, affordable food remains higher than ever. **Consumer spending at QSRs has grown by over \$30 billion in the last year alone.<sup>1</sup> And while many locations are seeing longer wait times than ever before, that doesn't seem to be deterring customers.<sup>2</sup>** This indicates that the demand for QSRs remains high even as the businesses themselves navigate staffing and supply issues. It also represents a great opportunity for QSRs that are willing to integrate powerful technology that aligns with the needs and demands of their current customer base.

## The most important things customers expect from QSRs include:





A complete digital ecosystem can provide QSRs with the tools they need by coupling best-in-class hardware and software. Cutting-edge, flexible digital solutions help restaurants alleviate pressure on their limited staff, streamline the customer experience for orders, and promote clear communication between employees and customers; often referred to as the front-of-house or FOH and the back-of-house or BOH.

Along with better communication, employees who are less burdened with technology issues have a lower turnover rate and provide customers with higher quality service. In other words, for QSRs to be successful today, technology must not only make the customer's experience more convenient but must also implement an easy-to-use interface that empowers employees to excel.

Lisa Ross, Director of the Food & Beverage Vertical at Samsung knows that, **“The key to the QSR experience is all about how fast you can move while providing excellent customer service.”** For this reason, the industry must take another look at how a complete digital ecosystem can mitigate growing industry problems including record-high operating costs and COGs, retaining employees, improving ROI, and ensuring customer loyalty.



# How digital tools impact ROI

Simply providing the right digital tools to make employees' jobs easier can make a huge difference in eliminating mistakes, stressors, and facilitating training.

Studies show that employee retention has excellent ROI— an increase in retention of just 5% increases profits by up to 25%.<sup>3</sup>

So, giving employees the digital tools they need to streamline the customer experience is vital.

A complete digital ecosystem makes it easy to understand the key takeaways of what's working and what isn't in QSRs. For example, displays, kiosks, and a powerful CMS allow restaurant operators to quickly test and analyze new menu designs. This ensures that everything from colors to UX paths to verbiage drive maximal customer spending. QSRs can also easily implement A/B testing to uncover the most successful messages or promotions without investing too much time on new content.

The importance of outdoor LED and digital analytics as part of a tech ecosystem can not be overstated—especially when it comes to ROI. QSRs who are equipped with the necessary knowledge and digital tools, can turn customer behavior into strategic insights that boost sales and elevate their brand. For example, **outdoor LED garners 400% more attention from passersby than static displays and restaurants that struggle to implement data analytics lose out on a 10% revenue increase. Perhaps more strikingly, robust data analysis lowers restaurant operating costs by as much as 15%.<sup>4</sup> Despite this, over 30% of modern restaurants are lagging behind when it comes to adopting data analysis strategies.<sup>5</sup>**

Recording foot traffic patterns with digital tools provides valuable insight in optimizing display placement, allowing QSRs to make the most out of their physical footprints. Now, you can easily tell which pieces of content are catching customers' eyes and where to place them for maximum impact. By tracking your QSR's target audience and their preferences, you can understand how to get them more engaged with your brand and increase the amount they spend.



# Labor shortages

It's no secret that the restaurant industry is suffering from a scarcity of labor. The Great Resignation disproportionately affected the food and beverage industry, with restaurants everywhere feeling the strain of chronic understaffing.

**The National Restaurant Association estimates that 2 in 3 restaurants are currently understaffed, with a whopping 62% of those operators saying that their restaurant is more than 10% below necessary staffing levels.<sup>6</sup> Short staffing has also been mentioned three times more often in Yelp reviews than it was a year ago, while mentions of long waits rose by 23%.<sup>1</sup>** Employees are continually asked to shoulder extra responsibilities in order to keep operations running smoothly, which leads to fatigue and burnout. QSRs need a unified solution that alleviates employee stress and removes barriers to timeliness, inventory, and customer service.

Building a holistic digital ecosystem is the best place to start. QSRs must provide technology that offers customers more options and control, from their computers, mobile devices, in-store, or at the drive-thru. By entrusting more ordering control to customers, employees can meet demands with fewer required team members.





Less team members without a unified solution in place could spell disaster, but with a solid strategy, it can actually showcase efficiency. Some digital offerings that empower both employees and customers:

- Touch-screen technology or interactive displays
- In-store kiosks
- Mobile app ordering and pickup
- Purpose-driven drive-thru lanes
- Dual-sided LED signage
- Real-time content management system

With a digital ecosystem that includes easy-to-use technology like vivid displays and kiosks, it's possible to provide an efficient journey for your customers, despite staffing shortages, and actually exceed customer expectations.



## Adapting to the age of self-service

If you've stepped into a restaurant or business establishment any time in the last several years, you've probably noticed the addition of digital self-service solutions. Much like the drive-thru, [self-service kiosks](#) are dramatically changing the physical footprint of modern QSRs. One of the greatest win-win solutions for businesses and customers, self-service options are immensely popular and only gaining traction amongst restaurant operators.

It's also easy to see why so many businesses are exploring self-service solutions— they're resonating with the public. **60% of customers are likely to revisit a restaurant with a self-service option, implying that this technology appeals to digital natives and older customers alike.**<sup>7</sup>

Kiosks or interactive displays provide an easy-to-use interface for customers where they can browse menus, place orders, and pay, delivering a highly customized yet smooth transaction experience. With a sleek, compact design and several installation options to choose from, these forms of technology entice customers with an unparalleled self-service experience.





This is especially true in high-volume environments like QSRs, as self-order kiosks give customers more time to explore menu options, look at photos, and dig into the nutritional details of their order. The interface and content is customizable to every restaurant, which makes it easy to accommodate menu add-ons, custom requests, and modifiers—helping customers feel more in control of their order and experience.

From the operational side, digital self-service options free up manpower. With less demand for staff at the counter, employees are better able to serve customers and handle BOH tasks. This not only improves the productivity of the restaurant, but it elevates customer service and quality of food. Critical communication from FOH to BOH is also effectively organized to keep order times down and mistakes to a minimum.

**One study found that customers spend a massive 30% more when ordering via kiosk**, meaning restaurants that install a high-quality self-service system stand to drastically increase their sales.<sup>8</sup> Simply put, self-service options like kiosks and interactive displays are good for every QSRs bottom line. These digital tools, combined with digital loyalty programs and discounts, create a powerhouse of customer retention and increased ROI.

# How operational efficiencies equal loyalty

Clear, immediate communication of special offers and eighty-sixes doesn't just help the customer—it relieves the burden on staff to convey this vital information to customers, allowing them to operate with greater speed and efficiency. This is especially important under conditions of labor scarcity, when every employee must maximize their time in order to keep up with demand.

Operational efficiency isn't simply completing orders quicker for QSRs, it means an abundance of benefits that follow for both customers and employees. By creating a strategic digital ecosystem that communicates with the customer, empowers employees, and facilitates ease of transaction, the benefits are truly endless.

## Key benefits for customers



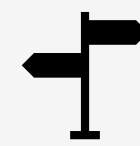
Communication enhancement



Real-time updates



Personalization of experience



Information and wayfinding



Shorter perceived wait times

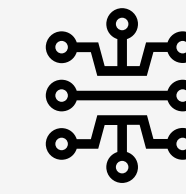


Better service from employees

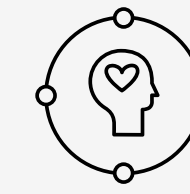


Convenience

## Key benefits for employees



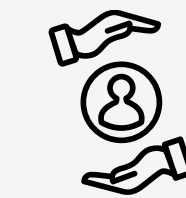
Programmatic visuals for brand or aesthetics



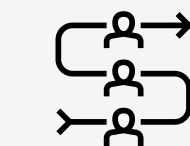
Stress-free, easy-to-use technology



Quicker employee training



Improved staff retention



Queue management



Synced ordering from all sources



Real-time inventory control



**A staggering 80% of adults, including 90% of Gen Z and millennials, said they'd probably join a loyalty and rewards program if it was offered at a favorite local restaurant, according to the National Restaurant Association's 2022 State of the Industry report.<sup>9</sup>**

Creating a holistic digital ecosystem of displays, kiosks, and mobile apps can better direct customer flow, allowing for better service, personalization, and overall higher levels of customer satisfaction.

As customers come to expect more from QSRs, the only way to ensure customer retention in the future will be to provide the exceptional convenience they demand coupled with innovative, connected technology. Start building customer loyalty now with the right technology purposefully built with a cohesive digital ecosystem in mind.





## Reinventing the love of convenience

In 1947, the very first drive-thru was opened at a burger restaurant right on America's Main Street, Route 66. Much like the early internet or the first steam powered automobiles, the invention of the drive-thru was an industry-defining shift. Now, nearly 80 years later, the drive-thru continues to be a proving ground.

**Drive-thru orders currently account for 60 to 70% of all fast food sales**, making them a vital source of revenue for the modern quick service restaurant.<sup>10</sup> The features of the drive-thru that made them so popular at their inception in the '40s—convenience and fast service—are just as important today.

The reinvention of the drive-thru is not a thing of theory—in many forward-looking establishments across the country, it's already happening. QSRs everywhere are expanding their drive-thru services, adding extra lanes, and investing in kiosks and [leveraging outdoor LED to drive traffic](#). This is in response to customer demand.

**78% of customers picked convenience as their primary reason for choosing to order via drive-thru**, meaning it's just as important to deliver a seamless experience for on-the-go patrons as tasty food.<sup>11</sup> But it's not 1947 any more and the customer experience must be reimaged to suit the changing requirements of the modern age.

Approximately 63% of customers want designated drive-thru lanes for mobile orders, and 31% would revisit a restaurant that had such a feature.<sup>12</sup> Many QSRs are already redesigning their stores to better accommodate the rise in drive-thru, mobile, and online ordering. Extended pick-up counters and providing special lanes for online order pickup are just a few of the ways to capitalize on the smaller footprint of most QSRs. Many brands are even using artificial intelligence to dynamically suggest products based on the weather, popular products, and even the customer's past or current order.

Digital menus at the drive-thru have also been shown to decrease actual and perceived wait times, saving QSRs millions in lost revenue due to slowness.<sup>13</sup> By implementing a digital ecosystem in the drive-thru, QSRs can provide eye-catching dynamic content while shortening wait times and ensuring [curbside convenience](#).



## Key technology QSRs need to improve ROI

There are many pieces of technology that can create a dynamic and nimble digital ecosystem for QSRs. Some of the most noted, displays and kiosks, offer a chance for QSRs to communicate with customers directly and can encourage engagement. These visuals and interactive capabilities can highlight anything from store hours to menu updates to safety information, ensuring customers are equipped with the knowledge they need to have a fast, safe, and enjoyable checkout.

**So, how do QSRs effectively communicate with customers, not just at one point, but as an interconnected ecosystem?**

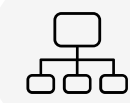


	SANDWICH ONLY	COMBO W/ SOUP & DRINK
<b>FIGS &amp; BRIE</b> <i>wheat grilled cheese w/ figs &amp; brie</i>	\$8.49	\$11.79
<b>PORTOBELLO &amp; CHEDDAR</b> <i>sourdough w/ portobello, onions &amp; cheddar</i>	\$8.49	\$11.79
<b>AVOCADO &amp; SWISS</b> <i>semolina w/ avocado, green tomato &amp; swiss</i>	\$8.29	\$11.59
<b>SALAMI &amp; GRUYERE</b> <i>semolina w/ salami, pickles &amp; gruyere</i>	\$7.79	\$11.09
<b>APPLE &amp; PIMIENTO</b> <i>rye w/ apples, peppers, onions &amp; pimiento</i>	\$8.19	\$11.49
<b>APPLE &amp; MOZZARELLA</b> <i>semolina w/ apples, fontina &amp; mozzarella</i>	\$7.79	\$11.09



To successfully integrate a connected digital ecosystem, QSRs need to secure brand-agnostic hardware and software that can be rolled out all at once or in parts.

## Some of the most critical needs for a digital ecosystem include:



### Real-time content management

A powerful CMS like [MagicINFO](#), an all-in-one solution for digital signage management, allows QSRs to set up content scheduling, integrate POS order confirmations, and troubleshoot remotely, ensuring that your digital ecosystem is always working for you.



### Captivating and crisp visuals

**Digital displays have been shown to increase sales in a staggering 86% of restaurants that implement them.**<sup>14</sup> As one of the most effective forms of street-side marketing, [digital displays](#) allow you to change messaging in real time, giving QSRs unrivaled flexibility in their marketing.



### Flexible digital training options

Adequate training is a huge factor in improving staff retention, reducing the need for future hiring. Quality displays in back-of-house settings allow staff to keep track of orders, communicate clearly, and even train new hires. Interactive displays provide new employees with the opportunity to do self-directed training like refreshing themselves on products, protocols, and customer service tips. Training new hires quickly and thoroughly is a necessary component of a restaurant's business cycle and customer service.



### Easy-to-use interfaces for employees

QSRs need to grow their workforce while retaining employees after they are trained. Technology that is intuitive and requires little know-how helps employees fulfill orders more accurately. BOH displays can also be used to keep employees aware of professional advancement opportunities and community involvement, further engaging staff.



### Security and risk mitigation

How customers share their personal identifiable information is often a concern. With the right CMS and security software, the risk is diminished and customers are willing to exchange basic behavioral information for relevant discounts, rewards, and deals. This improves customer loyalty with peace of mind, ease of use, and personalization.



### Partnerships, strategy, and support

Consider whether a partner can deliver a range of resources to help get the most out of your digital ecosystem. From brand-agnostic hardware and software to content and sustainability practices, be sure your technology partner's goals are aligned with yours. Check to see if they will be able to provide the service, support, and upgrades your QSR will need.





## QSR solutions for tomorrow

QSRs need to address the specific needs and concerns that are plaguing their businesses daily. Restaurants no longer simply need visually appealing menus, they need ways to alleviate employee fatigue by streamlining the customer journey and maximizing the use of their business' footprint. From visual display options to self-service kiosks to data analytics solutions, and a powerful CMS, every piece is designed to work seamlessly with the next, providing a unified solution to modern QSR challenges.

Even amidst shortages of goods and labor, the new landscape of food and beverage is filled with opportunity. A strategically planned ecosystem of products, software, and data makes it easier than ever to cater to the evolving needs of customers in the digital age—allowing QSRs to maximize their resources and efficiency as they unburden their employees to better serve their customers.

# If you'd like to learn more about how Samsung's holistic digital ecosystems and dynamic displays can help improve your QSR's ROI, empower employees, and increase customer loyalty, **get in touch with a solutions expert today.**

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## Footnotes

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