



Granbury
Restaurant Solutions

Put Customers In Control with a Self-Serve Ordering iPad App

Increase customer satisfaction by giving your patrons the power to place their order from your self-serve ordering kiosk, or from an iPad right on their table! This self-serve technology from Granbury offers a unique grand slam of benefits - customers enjoy using it, while restaurant owners benefit from labor savings and increased ticket averages. With a customized look and feel that fits your brand, secure credit card processing, and full integration with your Granbury Point-of-Sale system, this solution is a win-win addition to your restaurant operation.

“Our customers find the easy, graphical interface of the kiosk to be very convenient to use.”



— MATTHEW
FOSENBERG,
ALADINO'S PIZZA,
ANTIOCH, CA.

Self-Serve Ordering iPad App

Customer Satisfaction On The Rise

Instead of waiting in line to place their order, and feeling the pressure to decide in front of a cashier, your customers can browse pictures and descriptions of your menu items at a pace that's comfortable to them, at a kiosk in the front of the store or even at an iPad secured to their table. No wonder 77% of consumers surveyed said they desire self-service technology¹.

Research shows that customers prefer self-service technology because it puts them in control. They can easily modify menu items using the graphical touch screen to ensure their order gets entered just the way they like it. They can browse all the choices available to ensure they are getting the most out of the meal. And they don't have to wait for an employee to be ready to take their order.

Prefer to use the iPad app as a line-busting tablet? It works great for that as well!

Labor Savings Pay Off

For the average cost of just one employee shift, you can add a self-serve kiosk for an entire month! With customers ordering directly through the app, restaurant owners save valuable labor dollars during busy times and can free up employees to perform other functions, such as paying more attention to food production and customer service.

Ticket Averages Soar

The powerful design of the GRS ordering app means that customers will always be presented with additional suggestions to accompany their menu selections. Consistent, intelligent suggestive upsells lead to increased ticket averages - 15-30% according to research³. And by putting the customer in control of the pace of their service, they can easily add another round of drinks or dessert when they are ready, rather than having to wait for a server, which often means missed opportunities.

Even while not in use, the kiosk solution can be a powerful selling tool. Use the available "advertising space" of idle stations to promote menu specials or events, or cross-promote partner businesses.



Consistent Brand Experience

The GRS self-serve app is built on the same platform as our online and mobile ordering solutions. If your restaurant implements all three solutions, your customers will notice a consistent look and feel to their ordering experience throughout. The application will be customized to fit your unique brand image.

Secure Credit Card Processing

A fully encrypted and tokenized payment solution allows customers to swipe their card directly on the iPad Kiosk, but maintains all credit card transactions in the same batch for both Kiosk and POS-initiated orders. Store personnel have access to modify or void transactions, or add a tip, right from the POS system.

Fully Integrated Operations

Choose GRS to provide fully integrated solutions that work together seamlessly. Whether the order is initiated by the customer or by in-store personnel, from the in-store self-serve app, a mobile phone app, or online -- it will consistently flow into the point-of-sale system and print on the makeline. And all three customer-facing solutions share the same backend menu tools, so pricing and menu changes are easy to manage. Add our customer loyalty program, SalesBuilder, and customers will be able to earn and redeem rewards from any platform.

*A majority of customers surveyed said they would be **MORE** likely to choose a restaurant that offers self-serve ordering.²*

¹ NCR 2011 Global Retailer and Consumer Research.

² Hospitality Industry Survey, KioskMarketplace.com, Feb. 2011

³ KioskMarketplace.com, Aug. 2009.



Scan this code to learn more about this powerful solution!

Put your customers in control!

Call today to learn how a self-serve ordering kiosk can work for your restaurant!

(800) 750-3947
www.granburyrs.com