

# The digital restaurant



The decision to open a restaurant typically springs out of a passion for good food and drinks, for creating a culinary experience. But as you know, the reality of running a restaurant is lined with hard work, low profit margins and intense competition. And new generations of customers are raising the stakes. They are connected 24/7 and see technology as central to their lifestyle. Their internet is not merely a tool; it is where they live. And you don't want to ignore this segment. Because before long they will be your main customer base.

Obviously, the heart of a restaurant has not and will not change. It's still about great food, service and atmosphere. But your guests now have new and additional expectations. They prioritize convenience, personalized service and speed as much as they do good food. They don't want to hear your specials – they want you to listen to theirs.

Adjusting may be as simple as accepting table reservations from a phone, or as advanced as your customers arriving, receiving personalized suggestions, ordering, dining and paying only through digital means. Technological advances, from data collection to digital tools, have opened new ways for you to connect with your customers.

What digital adjustments you end up with will depend on your type of restaurant and what opportunities you and your guests can gain the most from. And on how open you are to change. But be sure, digitization comes with a world of potential benefits.

*Happy Reading*  
*Your friends at Trivac*

**1. Attracting customers**

**2. The customer experience**

**3. The kitchen**

**4. Your business**

**1.**

**Attracting  
customers**

# 1

## ● Attracting customers

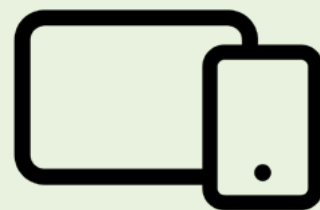
### The digital door

A group of friends are planning dinner together. One of them is suggesting they do local take-out and eat at her place. Another is pitching his favorite restaurant. Friend number three is using her phone to check reviews from a couple of different platforms. They pick a place they like and book a window table. In the taxi on the way over, they pre-order their meals while letting the restaurant know about their allergies.

Just because they want to socialize, they don't necessarily want to be on your staff's schedule or wait in a phone line to book a table. And your prime location may mean a lot less than the online recommendations from thousands of previous guests. Whereas location used to be king, by digitizing you might be able to save a bundle on real estate.

Attracting the attention of diners is still largely about word of mouth. But let's face it, **word of mouth no longer spreads from person to person, but throughout and in between networks of people on social media platforms.** Third-party apps such as TheFork represent millions of visitors and reviews annually. And a lot of potential customers are their best friends. >

Word of mouth  
spreads through  
social media



Restaurant portals, social networks and mobile applications allow all types of foodservice outlets to be a part of consumers' lifestyles. These platforms offer new ways for you to connect with your guests – even before they set foot in your place of business – whether you run a bakery, a café, a restaurant or a bar.

## Food deliveries have increased by 7%

Foodservice is about giving the customers what they want, when and where they want it. Now more than ever. Your customers might prefer not to dine out but instead opt for home deliveries and take-out. Food deliveries have experienced a 7% annual growth rate globally over the last five years and is affecting every

type of foodservice business. This translates to opportunities involving take-out, delivery, and third-party delivery services.



## What we offer

Trivec provides a wide range of products designed to improve customer experience, including third-party integrations to apps which help people find you.

Trivec's Point of Sales (POS) system is based on a flexible API, making it easy to integrate with various third-party businesses that do deliveries and interact with customers in other innovative ways.



## Your next steps

Interact with your customers. Be present on social media platforms and reply to feedback and questions. This is equally important whether you operate a snack bar or a dine-in restaurant. A 2016 Deloitte survey showed an **84% customer return if restaurants responded directly to feedback.**

Build your own digital presence. For a café, that might mean investing in a UX-focused website or app with a detailed menu, or making yourself available to third-party sites such as TheFork. A restaurant might invest in the services of a third-party operator for reservations, orders, take-out and deliveries.

# 2. The customer experience



# 2. The customer experience

## On the table for tonight

No one knows exactly where digitization and technological innovation will take the foodservice industry. But one thing is certain – the status quo has already been tipped over and thrown out the window of a passing food truck.

Gone are the days when customers expected to come to a restaurant, wait to be seated, wait to order drinks, wait to hear the specials, wait... well, you get the gist of it, all the way to your customers waiting to pay so that they can leave. Current solutions are widely available and will help eliminate this potentially negative customer experience..

## Online reservation was only the beginning

Online reservation was only the beginning. There's a myriad of digital solutions that are quickly becoming commonplace. In a restaurant, your server will greet you by your name, ready to take your order on the tablet that is connected to both the kitchen and the checkout system. Another restaurant may offer an even more casual approach, with pagers that alert the customer when their food is ready for self-service pick-up. Perhaps

a fast food place will install self-service kiosks by the entrance where customers place their orders, complete with personalized options. **When you arrive at the bakery, your baked goods, which you paid for on your phone, will be waiting on the counter.** A food truck has an app for ordering that includes a loyalty card with discounts.

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Awareness technology and data insights is another means to help enhance customer experience by allowing your staff to suggest personalized specials, avoid allergies and stick to a customer's overall dietary preferences. Past behavior will be saved in your system and automatically adapted for the next meal recommendation to improve taste, customization and customer satisfaction. The system might also include a customer's favorite seating, payment method, and home address for deliveries.

## What we offer

Trivec's **self-service kiosks** allow customers to order completely by themselves. These kiosks are an excellent mean for additional sales, a place where you can easily communicate with guests about specials, campaigns and so on.

Our POS system contains a **customer loyalty module**, giving you the chance to add a customer database where you can collect loyalty points and link them to discounts and special offers.

Our **automatic beverage systems** range from beer and wine dispensing machines that reduce spillage and help you keep track of sales, to self-serve drink bars from which customers can pour their own drinks.

We also offer **systems that alert customers** when their food is ready to be picked up, either via large display screens or pagers.

## Your next steps



Analyze the foodservice segment you are in from the customer point of view. Is there a long line during lunch hours? Do you have a lot of take-away customers walking in themselves? Have you considered self-service? Third-party delivery?

Offer online ordering. A growing number of customers prefer to order online, and when they do, studies show they also spend more.

Consider repeat customer loyalty rewards and savings. According to research by NDP Group, consumers will use restaurant apps to access savings, which in turn result in increased app use. **The apps are also an effective way for customers to customize their orders and reduce waiting time.**



# 3. The kitchen

# 3. The kitchen

## Behind the scenes

Most digitization efforts will have a positive impact on your restaurant, your employees and your customers. Some things are not meant for your customers to be aware of, just benefit from. They should just take note of the excellent service they are receiving. **A point of service system (POS) that integrates all the steps from table availability to checkout does not involve the customer directly, yet it allows for faster, more reliable service.**

With a digital system, the server will use a mobile device to take orders at the table. As the order is entered into the system, kitchen and bar staff can read it off their wall displays instantly and begin preparing food and drinks before the server has even left the table. The information is simultaneously passed on to the checkout system and makes it easy for the staff to split checks, give customers options of leaving a tip and print their receipt right at the table when it's time to leave.

This kind of integrated system has the potential to elevate the customer experience, reduce stress among staff and increase your profits. Making life easier for your employees means they have more energy left over to make customers feel welcome. It will free up employee time and allow restaurants to focus more on atmosphere, menus and outstanding service. We're talking about the good stuff.



## What we offer

With Trivec's comprehensive and **easy-to-use POS system** you are certain to free up valuable time both in your restaurant and in your office. The system includes a **mobile solution** for taking orders and payment, a **Kitchen Display System** that replaces handwritten orders, logistics management such as seating, and aggregated sales data sent to a web site.

Thanks to our collaborations with local payment providers, you can have **any number of card terminals connected to one POS**, and in simultaneous use without blocking the POS, allowing you to take multiple payments at the same time.

Additionally, Trivec cooperates with QSR systems which work well with kitchen automation processes.



## Your next steps

How do your customers pay for their service? From payment methods (online, phone, card payment with room for splitting bills and leaving tip, etc.) to integrated and connected checkout systems, there are ways to make the checkout easier on customers and on yourself.

For smaller establishments, such as a cafés or bars, restaurant pagers that signal customers when their order is ready to be picked up will eliminate the need to call out orders or run back and forth to tables.

What POS system would be appropriate for your restaurant? The initial investment pays off in the long run, and benefits both staff and customers. Table management, mobile ordering and payment, kitchen displays, and business insights might be advantageous for you.

**4.**

**Your  
business**

# 4. Your business

## Running a business

Digitization is a crucial next step for the foodservice industry. There's no need visualizing robots or drones taking the place of human interaction. Unless that's where you want to go. But business will suffer for those who choose to ignore these new solutions. Digitization may be customer-driven, but it's your business that stands the chance of winning the big prize.

The technical solutions focus on the direct effect on the costumers, and the indirect effect on your business. Most, of course, benefit both and work hand in hand. Awareness technology and data insights, for example, let you know what your customers want and help you deliver on their demand. Win-win.

But there are also aspects of digitization that revolve strictly around the business side of operations. **A POS system that automates sales and revenue statistics is of little interest to the people dining in your restaurant. But it's of great interest to you, the business owner.**

Integrating such a system with personnel, accounting, budgeting and inventory will bring great benefits to your business. It will free up time for you to do what you love.

The daily logistics of operating a restaurant often interfere with the focus that should be on customers or unlocking new revenue opportunities. **Smart investments in digital and automated systems will allow you to focus more on decisions and less on routine tasks.**



Digitization may be customer-driven, but it's your business that stands the chance of winning the big prize



## What we offer

**Trivec is a one-stop platform** that gives you a complete oversight of all your business operations. In addition to **automated reports**, it can be tailored to your business and be integrated with your existing systems such as for **staffing, finances, and inventory**. Through multiple integrations to other key systems, we help you streamline and automate your everyday business activities.

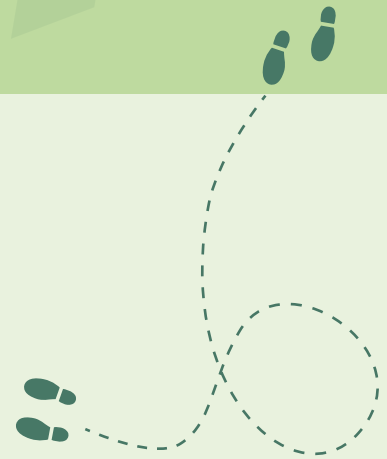
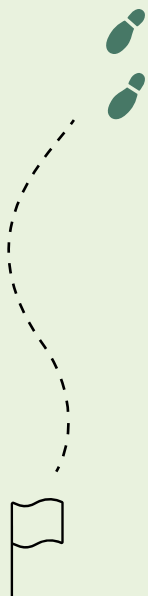
Our **automated beverage systems** dispense measured quantities of beer and wine, thereby reducing waste, and also integrate with our POS system, giving you instant information about sales and inventory. In a similar vein, we also offer an **Automatic Bottle Control system** designed to ensure that spirits are served in the correct quantities.

## Your next steps

Look over your existing systems for ordering, staffing, planning, doing inventory and accounting and see whether a complete integrated system is something for you.

Try to estimate the amount of time you spend on logistic tasks such as table management and staffing. See whether there is an automated or digital solution that would save you time.

To stay competitive in today's market, restaurants need to invest in solutions that facilitate everyday business activities, both online, in the kitchen and in the office.



In an already competitive market, the future belongs to those restaurants that find the right technological solutions to cut margins while enhancing customer satisfaction. We hope this information has helped inspire you to take the next step in your digitization process. We look forward to an opportunity to tell you more and show how our products and services can be of assistance to you.

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