

Bars and Restaurants retain customers and increase revenue with Raydiant

Studies show that 86% of customers are willing to spend more for a better customer experience, and 84% of companies who improved their customers' experience saw a boost in sales. Restaurants, bars, cafes, and other eateries are using Raydiant digital signage to improve customer experience, which means more revenue and more loyal customers. Here are some ways Raydiant will attract and engage your customers, causing them to come back again and again.

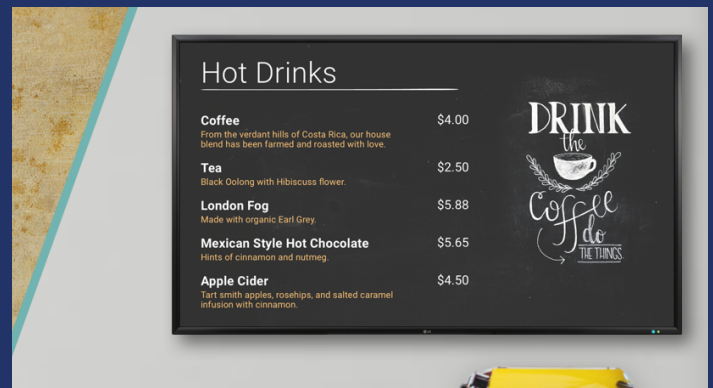


How Can Raydiant Create a Better Customer Experience?

BEFORE RAYDIANT
Boring, static menu boards



AFTER RAYDIANT
Crisp, dynamic digital menu boards



Showcase your menus in HD and 4k with vivid visuals. Studies find that **83% of small business owners** show an increase in revenue after adding digital signs. Static menu boards give little more than an item's name and price, while digital menus allow for high-res, dynamic content that brings your menu to life, and gives you room to display nutritional information, add-ons, promotional and seasonal items, and more.

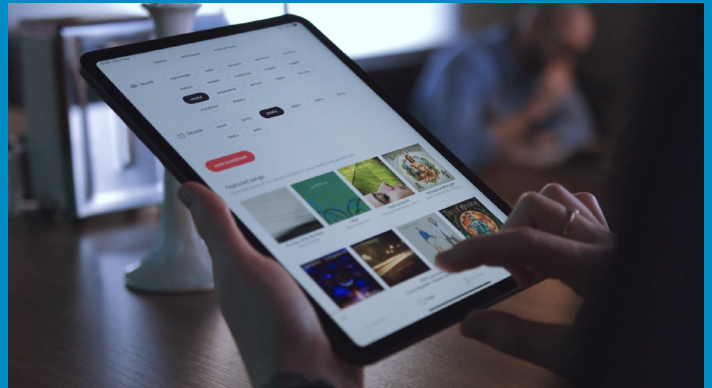
BEFORE RAYDIANT

Repetitive playlists, no music license



AFTER RAYDIANT

Customized, licensed background music



Sick of boring playlists, repetitive songs, and off-brand music spoiling the mood? Control your atmosphere with custom music playlists you can set by genre or mood. Diners **spend an average 23% more** on food (and 51% more on drinks) when listening to background music. Raydiant's Soundtrack Your Brand app lets you enjoy a 50 million-song library with all the latest hits. And since playlists are updated weekly, you and your customers won't get sick of what's playing. Worried about violating expensive copyright laws? There's no music license needed with Raydiant.

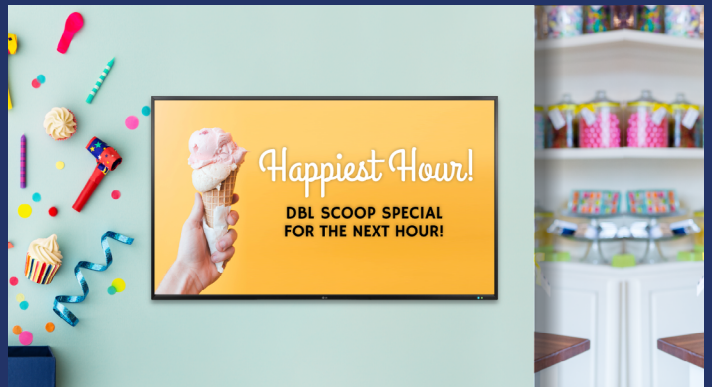
BEFORE RAYDIANT

Different locations, different brand voices



AFTER RAYDIANT

Consistent messaging across locations



Every one of your locations should tell the same brand story. Maintain the same message across multiple locations with branded digital content that reflects your brand design and values. Consistency in **branding increases revenue by an average of 23%**. Raydiant makes it easy to create branded content—including digital posters and videos—that can be shared across locations, and easily updated via the cloud from any internet-connected device.

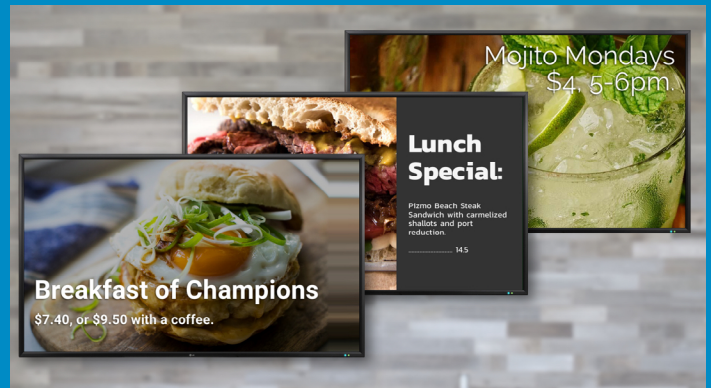
BEFORE RAYDIANT

Outdated menus, frustrated customers



AFTER RAYDIANT

Efficient ordering, less wait time



Schedule dayparting and special menus and make menu updates easily—and in seconds—with Raydiant. An easy-to-read, up-to-date menu means less confusion for customers, who won't have the frustration of ordering items that are no longer offered or out of stock. This streamlines the ordering process, meaning shorter lines and less wait time. In fact, digital signage has been proven to **decrease customers' perceived wait times by 35%**.

BEFORE RAYDIANT

Static images on in-house TVs



AFTER RAYDIANT

Hi-def social media walls



Scrap your DIY digital signage, with its outdated static images. Instead, display high-res Instagram photos on big screens in your restaurant. A reported **76% of U.S. customers** purchased a product because of a brand's social post. Use Raydiant to display content from yours and your followers' feeds, sharing photos and videos of customers enjoying a good time and enticing food. You can also use Raydiant to automatically pull content from branded hashtag campaigns, for a constant influx of fresh content for your in-house displays.

BEFORE RAYDIANT

Outdated, ineffective marketing tactics



AFTER RAYDIANT

Attracting more millennial diners



Market smarter by focusing on the largest wave of restaurant-goers: millennials. This generation wants to know more about the food they are eating, and Raydiant digital signage can be used to show them your fresh ingredients and nutritional information. You can also share your brand story through video, as millennials want to connect with a brand. In fact, **52% of millennials** say that it's important that a brand's values align with theirs. This builds brand loyalty and leads to repeat customers and social sharing.

Create a memorable customer experience with Raydiant, which includes plug-and-play hardware that installs in seconds, a cloud-based system easily accessed via internet, and an intuitive user interface with thousands of HD and 4K templates.