Restaurant Technologies That Improve Businesses

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Modified from Buzztime Business

Looking for a way to make your restaurant more innovative? You are not alone. According to the National Restaurant Association, 32% of entrepreneurs think that their business is lagging behind in restaurant technology. Therefore, we choose 9 types of technologies that give you the most profit.

Ordering Technologies

Receive orders quickly and accurately. That's a good old-fashioned suggestion for restaurants. Benefits are key. You will make guests happier, turn tables faster, reduce food waste and costs from incorrect orders. Restaurant technology is now multiplying those benefits.

Online Ordering

Do you offer delivery? Good news. The demand for online food ordering technology is steadily increasing with consumers. Entrepreneurs who offer online food ordering technology will benefit from these.

- **Higher Accuracy:** Ordering over the phone is old news. Not only wasting telephone lines and manpower, but a noisy environment causes some information loss. Incorrectly recorded orders mean waste of food and income for your restaurant, as well as creating a bad customer experience. Online ordering can get rid of those problems.
- **Higher Revenue:** Fewer ordering mistakes yields more income. With online ordering, customers can leisurely browse rather than hurriedly placing their order in person or over the phone. Since there's no pressure, customers are more likely to order extra items, leading to higher sales.
- **Data Tracking:** If orders are placed through your website, you can track information. You can learn who your regular online customers are, how often they order, and which items they usually purchase.

Observe your local leading pizza franchises to see great examples of online ordering in action.

Self-ordering Kiosks

Self-ordering kiosks are placed in front of the store, separated from the line of customers waiting for a vacant employee-operated counter. Kiosks allow customers to place orders via a touchscreen system with a digital menu and pay (usually accept card and touchless payments). Tourists found these useful because kiosks offer language selection and often accept international currencies.

Customer-facing Tabletop Tablets

Many self-service restaurants have installed tabletop tablets that display their digital menu and allow customers to place and send their orders directly to the kitchen. Tablets also help the owners manage tables and payment easier. If used correctly, orders will come out more quickly than using people walking around collecting orders. That means faster table turn, and

Image from restaurantnews.com

happier guests. Plus, since customers can dig deeper into the menu to discover more add-ons and extras. Some even loaded with games to make customers busy while waiting to be served.
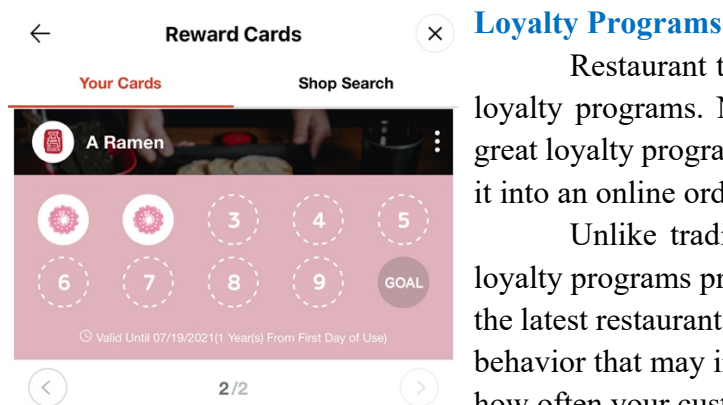
However, having too many options will instead increasing the time customers will spend on finding what they want, comparing options, and discuss with their group members.

Marketing Technologies

Today, automation is the big buzzword in marketing. These restaurant technologies can simplify and streamline your marketing.

Loyalty Programs

Restaurant technology is creating a new trend for loyalty programs. Now it's easier than ever to design a great loyalty program on a mobile application or integrate it into an online ordering.

Unlike traditional stamp-collecting cards, online loyalty programs provide great marketing insight through the latest restaurant technologies. You can track customer behavior that may influence your marketing strategy, like how often your customers visit and why.

Using restaurant technologies for your loyalty program enhances the customer experience as well. Rather than having to track their visits on a card (which can get lost easily), customers conveniently keep tabs on their app.

Certain programs even track customer's birthdays or anniversaries, so you can offer a special treat on their big day.

Email Marketing

One of the most affordable restaurant technologies to try today is an email marketing. An Email Service Provider is a 3rd-party application that you can use to manage and send email marketing campaigns.
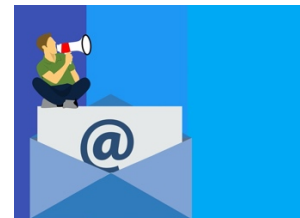
With easy-to-use templates, you can craft attractive emails to your customers that outline your upcoming events and specials. The ESP will track analytics, like who opened your email and what they clicked on, so you can improve your campaign as time goes on.

Social and Connectivity

Some customers visit a restaurant following reviews someone posted on social media. Café that focus on teenagers heavily rely on it. Keep in mind that things cannot go viral without connectivity. Some people use restaurants as a business meeting place. Make your restaurant a "must-go" place by adding these technologies.

Social Media

Today, newly established restaurants are unable to rise up without social media due to lack of regular customers. Make sure your restaurant is discoverable on social media and Google Maps. You rely on customers to check in, post photos, and review. Therefore, everything should be conducive to taking pictures, from food to scenery in the back. Putting the "no picture" sign like other famous restaurants is not a good decision.

To boost up the discoverability, restaurants can launch a special promotion for customers who check in, share your Facebook page, thumb up, or give you a five-star.

Wi-Fi

Free Wi-Fi is one of the restaurant technologies that can significantly enhance your guest experience, if you do it right. Many customers try not to miss their favorite football match while having something to eat. They may choose your venue if you offer free Wi-Fi. Business consumers may need a place to work and will select a venue specifically for its Wi-Fi service, especially during slower hours when they know they can get a table. Food bloggers and reviewers also need a stable Wi-Fi for live streaming.

A word of caution is to choose a credible Wi-Fi service provider. A bad connection leaves customer feeling irritated and reduces the chances of them returning for business. In a self-service or fast-food restaurants where quick table turn is critical, the free Wi-Fi should have time limit.

Management Technologies

Tired of juggling management tasks? Let these restaurant technologies can take some tasks off your plate.

Restaurant Reservation

Does your restaurant take online reservations? If so, a restaurant reservation system can streamline the process and make it easier for you and your staff to track and manage reservations from any channel.

In the age of technology, restaurants are moving online in search of new customers. Whether it be through website bookings or reservations from social media, a reservation system helps you consolidate these bookings into one platform. Leaving you with more time in the day to focus on driving revenue to your business. Reservation systems have features such as:

Samuel.mann at English Wikibooks

- **Online Booking Widgets:** With booking widgets, restaurants no longer have to rely on phone calls or paper to receive bookings. Instead, bookings can be made within a few clicks from a website or a mobile application.

- **Customer Database:** Reservation systems offer you the luxury of storing all your guest information in one convenient location and can even track reservation history, notes, allergies, and important dates. This makes it easier to provide your customers with a hospitable experience every time they visit.

- **Confirmation and Alert:** Reservation systems have the ability to send confirmation and automatically notify customers before and at the time of booking via email, SMS or instant messaging.

Human Resource Management

Scheduling is like a tricky puzzle with moving parts. Many managers struggle to get it right. With last minute call outs and disappearing vacation notices, creating a staff schedule can be a nightmare.

However, restaurant technologies can free up your restaurant operator's time by streamlining the scheduling process. Many scheduling software companies offer features like:

- **Automated Schedules:** Once you know that a server or bartender can work every Monday night, you can log that information into the software. Every week, the program automatically schedules your employee for those hours.

- **Vacation Requests:** Your employees can enter vacation requests online. A notification will pop up if you try to schedule them for hours they requested off.

- **Schedule Checks:** Since most scheduling software is available online, employees can check their schedules through computers or mobile devices. No more disruptive calls from servers asking about their next shift.

With the right restaurant technologies in place, you can enhance your customer experience and boost sales. Examine your restaurant needs and pick the programs that will work best for your business.