Appetize®

# 5 REASONS WHY RESTAURANTS NEED MODERN POINT OF SALE

Overview

Restaurants bring family, friends and colleagues together

for meals, cocktails and good times. When the service at a restaurant is impeccable, it brings the guests coming back for more. From the waiters to the management, multiple factors of the restaurant play a part in the overall guest experience. Including the point of sale system implemented in the establishment.

With a modernized point of sale system, restaurants can ensure a positive guest experience and overall steady flow, even on the busiest weekend nights. Here are five reasons your restaurant needs a modern point of sale system.
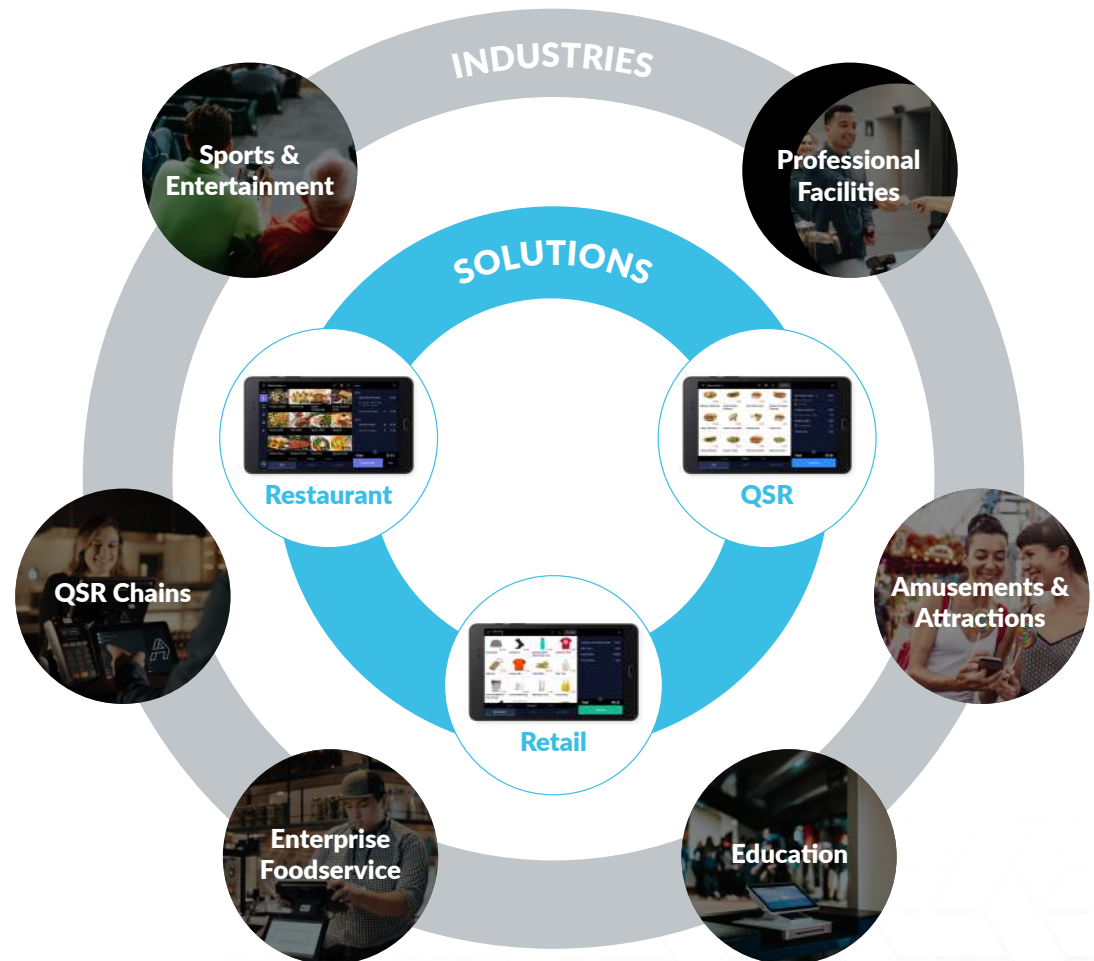
1 Effective Ordering Process

When you give your guests the opportunity to make their own orders from the table or online before they even walk in, it gives them more of a chance to make larger purchases and spend less time waiting in line. Mobile handheld tablets give your guests the ability to order, pay and sign directly from their tablets. This means they can hold the mustard and add in extra pickles conveniently, cutting the risk of error with complex orders.

By implementing tableside ordering, this also takes out the hassle of splitting the bill for not on your guests, but your staff as well. In a recent study by Software Advice, 75% of respondents said the most appealing aspect of tableside ordering is the ability to split up the checks, whether it's evenly or by order.[1]

2 Inventory Tracking

One of the worst things that can happen during the lunch rush or 6pm surge at a restaurant is running out of the most popular menu item. If a restaurant is known for their specialty burger, most guests are coming specifically for that item. The disappointment can be detrimental to not only the guests' experience, but the restaurant's appeal. With a modern POS system, restaurants can keep track of inventory, down to the ingredient. You'll be able to receive live updates and alerts for when you order is coming to depletion and you can see in real-time the orders being taken. This is great information to keep track of so you know which items are hot commodities in the establishment to stock up on for the future.
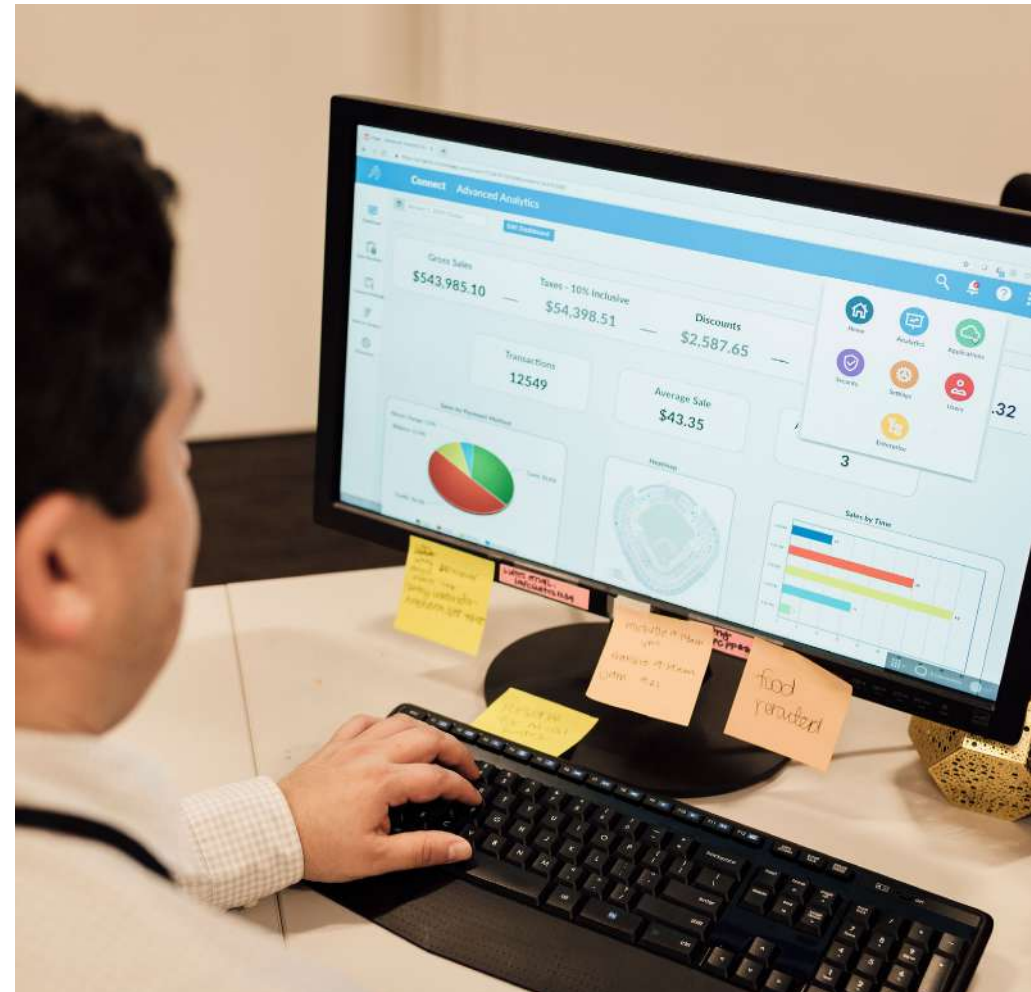
3 Manage Front & Back of House

Whether your establishment is fast casual or quick service, your guests still want the best experience as soon as they walk through your doors. From the moment they get in line or sit in their seats, provide them with front of house service that will be sure to stimulate their appetite! By adding in self-service kiosks or user friendly POS stations for your staff or guests to use, lines will clear up and your guests will feel comfortable making larger purchases. Software Advice says 74% of respondents prefer self-service kiosks at casual or fast casual restaurants. Once those orders are placed, the back of house management needs to be top notch to ensure a seamless process. With a robust, yet simplified kitchen display system (KDS), your management staff can easily review pending orders, keep track of inventory and increase the overall efficiency of your kitchen.

4 Floor Plan Matching

The floor plan of a restaurant can make or break the guest experience. As 45% of consumers say they would rather choose their seat before even stepping foot inside the restaurant, you can imagine seating arrangements are incredibly important for customer satisfaction.[2] Restaurants need to have clear lines of path for both waiters and restaurant patrons and a set up that heightens the ambiance of the space. This may not be one of the more obvious beneficiaries of a modern point of sale system, but your floor plan can be incorporated into your software.

With Appetize's restaurant functionality, you have the ability to implement your restaurant floor plan into your software to accommodate various table sizes, the layout of your restaurant, the server assigned to each table, and inventory tracking per table. This is a visual tool that can keep your restaurant running smoothly and efficiently.

5 Staff Management

When your POS system has easy-to-use functionality, it requires less training time for your staff and less room for error. You'll be able to keep track of your staff by providing them with a convenient tool to clock in and out for their timesheets. The floor plan model in the software will also help you keep track of your staff.

You'll achieve faster service and more precise ordering when your point of sale system is up to date. Appetize's menu-driven approach makes it easy for staff to quickly review menu items, including allergen and ingredient level information and submit the order to the kitchen.

1 Software Advice. "Self-Service POS Systems: Everything Restaurants Need To Know".
2 2017 National Restaurant Association Technology Consumer Survey.

Restaurant Technology Forecast [2]

76%

Ages 18 - 34 say restaurant technology increases convenience

4 out of 5 restaurant operators say technology helps increase sales, productivity and provides a competitive edge

61%

Of all adults say new technology speeds up service in restaurants

Appetize®

Appetize is the modern Enterprise Cloud Point of Sale (POS) and management platform for food service and retail and trusted by many of the world's most well known and highest volume businesses, including sports and entertainment venues, theme parks and attractions, restaurants, retailers, education campuses, and business cafeterias. Appetize has simplified the order and transaction process to help businesses drive financial performance, improve the guest experience, and future-proof operations.

For more information, please visit appetize.com.