



# THE FUTURE OF RESTAURANT SERVICE



# The future of restaurant service

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. 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.

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. But be sure, digitization comes with a world of potential benefits.

# Attracting customers





## Increase the accessibility to your restaurant

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 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 digitalizing you might be able to save a bundle on real estate.

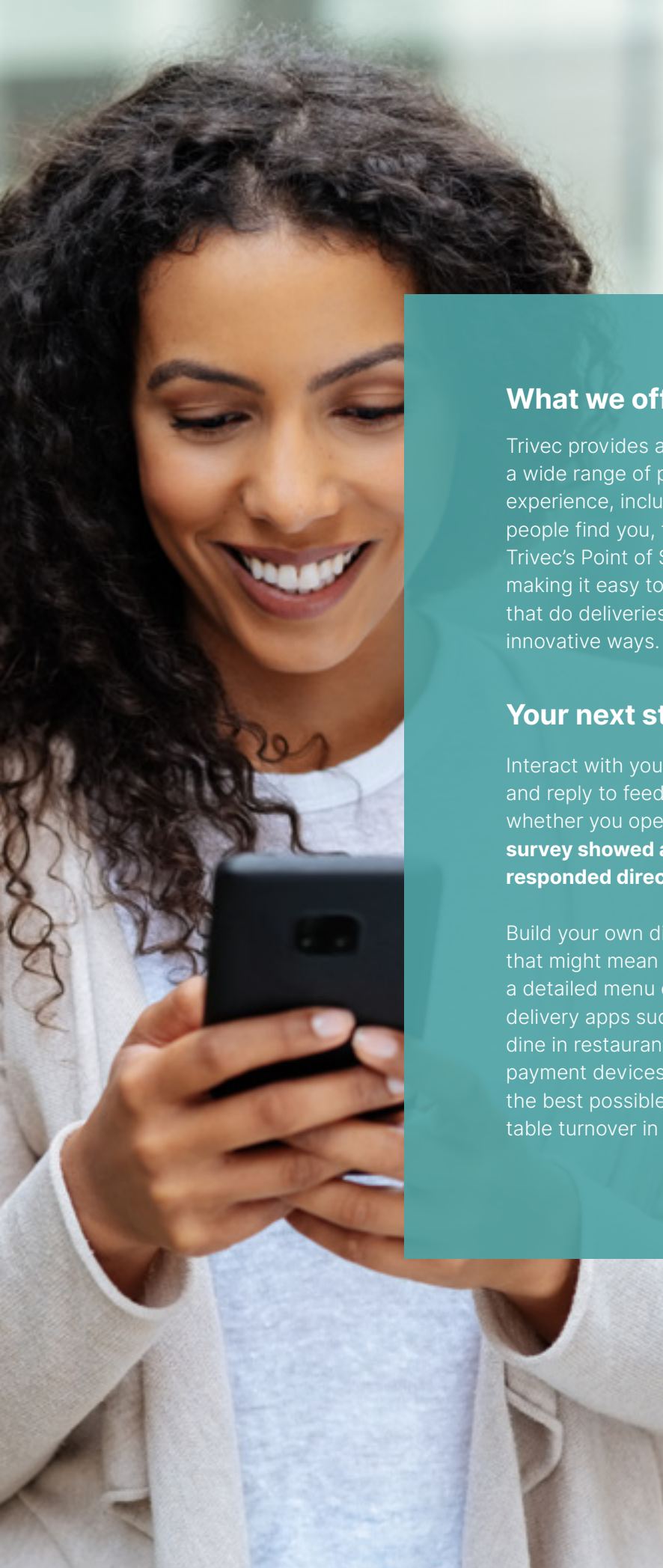
## The power of word of mouth in social networks

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 The Fork and local equivalents represent millions of visitors and reviews annually. And a lot of potential guests are their best friends.

**Restaurant portals, social networks and mobile applications allow all types of foodservice outlets to be a part of consumers' lifestyle.** 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 fine dining restaurant, a fast casual establishment or a bar.

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 high 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 restaurant management platform including a wide range of products designed to improve customer experience, including third-part integrations to apps which help people find you, to loyalty system, CRM and analytics tools. 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 guests. Be present on social media platforms and reply to feedback and questions. This is equally important whether you operate a bar or a dine-in restaurant. **A Deloitte survey showed an 84% customer return if restaurants responded directly to feedback.**

Build your own digital presence. For a fast-casual restaurant that might mean investing in a UX-focused website or app with a detailed menu or making yourself available to third-party delivery apps such as UberEats, Foodora and Deliveroo. A dine in restaurant might invest in smart handheld ordering and payment devices for their waiting staff to make sure guests get the best possible service and at the same time increase the table turnover in the restaurant.

# The customer experience





## **Well- thought-out logistics may lead to more purchases**

No one knows exactly where digitalization 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 restaurants didn't know how many customers to expect for dinner, when guests waited to be seated, waited to order drinks, waited for the specials, waited... 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 negative customer experience.

## **Restaurant service is about easy order and payments**

A smooth payment flow is important in a restaurant for several reasons. First and foremost, it helps to ensure that customers have a positive and seamless dining experience. When payment is quick and easy, it allows customers to focus on enjoying their meal and the overall atmosphere of the restaurant, rather than worrying about how to pay or encountering problems with their payment method.

In addition to enhancing the customer experience, a smooth payment flow is also important from a business standpoint. When payments are processed efficiently, it helps to reduce the amount of time that servers and other staff members spend handling payment-related tasks, allowing them to focus on other important responsibilities such as providing excellent customer service and maintaining a clean and welcoming environment.





## The digital eco-system as a service

In a restaurant, your waiter is ready to take your orders and payments on the handheld POS that is connected to both the kitchen and the checkout system. Another restaurant may offer an even more casual approach, with QR-codes on the table where you as a guest can do the order and payments via your cell phone. Fast food places or establishments selling over the counter can benefit by a self-ordering kiosk where customers place their orders, complete with personalized options. When you arrive at the restaurant, your food, which you paid for on your phone, is waiting on the counter. A food truck has an app for ordering that includes a loyalty card with discounts.

**Well-thought-out orders and payments in the restaurant can lead to more purchases, that guests stay longer at the restaurant and get a more positive overall impression.** And it is both the restaurant owner and the guest who benefit from smooth payments and flows. A smooth payment experience is as much about payment flows in the restaurant as it is about the POS systems having to handle many purchases at the same time. Flexible payments are also about offering guests many payment methods.

## Loyalty programs

Loyalty systems and data insights are other 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 HandyPay**, is our handheld POS, a payment- and ordering device in one unit. Orders are sent directly to the kitchen and bar for immediate preparation. And the payment part is just as easy, guests pay immediately when they ask for it. With HandyPay guests can easily add tips as it offers self-selected tipping options as well as predetermined percentage rates. It is also easy to split the bill with HandyPay and do the payment with credit card, Google Pay, Apple Pay or invoice.

Hard to find staff? Place **QR-codes** on tables, in lounges, terraces and hotels rooms. Guests can order and pay easily via their cellphone as their needs for food and drinks occurs. The only thing you need to do is to bring the drinks and food to the guests.

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

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.

We have a large **eco-system with partners** offering loyalty system, CRM-system to help you personalize your communication to your guests in order to attract them to come back to you.

## Your next steps

Analyze the foodservice segment you are in from the customer point of view. Is there a long line during lunch hours? How much upsell do you do on a regular night? Do you have a lot of take-away customers walking in themselves? Have you considered self-ordering? Third-party delivery? Make sure your staff has the best possible tools for taking orders and payments. If they have a handheld POS they have everything they need in their hands to focus on the guest experience and sell more during an evening.

Offer online ordering and make sure you have a good spot for delivery to pick up the order. You don't want to annoy your dine-in guests. A growing number of customers prefer to order online and when they do, studies show they also spend more.

Consider repeating 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.

# The kitchen



## The processes behind the scenes

Most digitalization 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-sale 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 wait staff will use a handheld POS to take orders and payments at the table. As the order is entered into the system, kitchen and bar staff can read it on their kitchen wall displays instantly and begin preparing food and drinks before the waiter has even left the table. Once the wait staff see

that their guests are ready for the next course, they push for the next order to appear on the kitchen screen. You can also configure alerts to the kitchen staff when an order has been on the screen for too long. **By using a kitchen display system, you will also reduce the risk of mistakes, enhance your service quality, and help your staff keep track of orders.**

The system will help your kitchen and bar stay organized and keep your staff on top of their game.

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 **handheld POS** 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.

If your restaurant is connected to other apps such as Uber Eats, Foodora, Deliveroo – or our own app **Trivec Buddy** – these orders will appear on the screens as well.

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 fastfood establishments, 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. Or the use of a Kitchen Display System where your guests get a number when ordering and can follow their number on the digital screen. Works very well with a self-ordering kiosk for placing the order in the first place.

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, handheld ordering and payment device, kitchen displays, and business insights might be advantageous for you.

# Your business





## Running a high service restaurant

Digitalization 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. Digitalization 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.

## Save time and money with integrations

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.

But there are also aspects of digitalization that revolve strictly around the business side of operations. A POS system that automates sales and revenue statistics should be of great interest to you. Integrating such a system with personnel, accounting, budgeting and inventory will bring great benefits to your business. Trivec is a restaurant management platform that gives you a complete oversight of all your business operations. In addition to automated reports, the system can be tailored to your business and be integrated with your existing systems. Integrating to a beverage system means keeping track of sales in the bar as all drinks are registered in the POS. Easy to use data 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.



## What we offer

Trivec is a one-stop restaurant management 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 staffing, finances, and inventory. Through an extensive **partner eco-system**, we offer multiple integrations to other key systems. We help you streamline and automate your everyday business activities. Being integrated to an inventory system means knowing how many bottles or ingredients are left in stock. Working smartly, reduces not only food waste, means combining the daily stock inventory with figures from Trivec POS, it is also about knowing what your guests buy at what time.

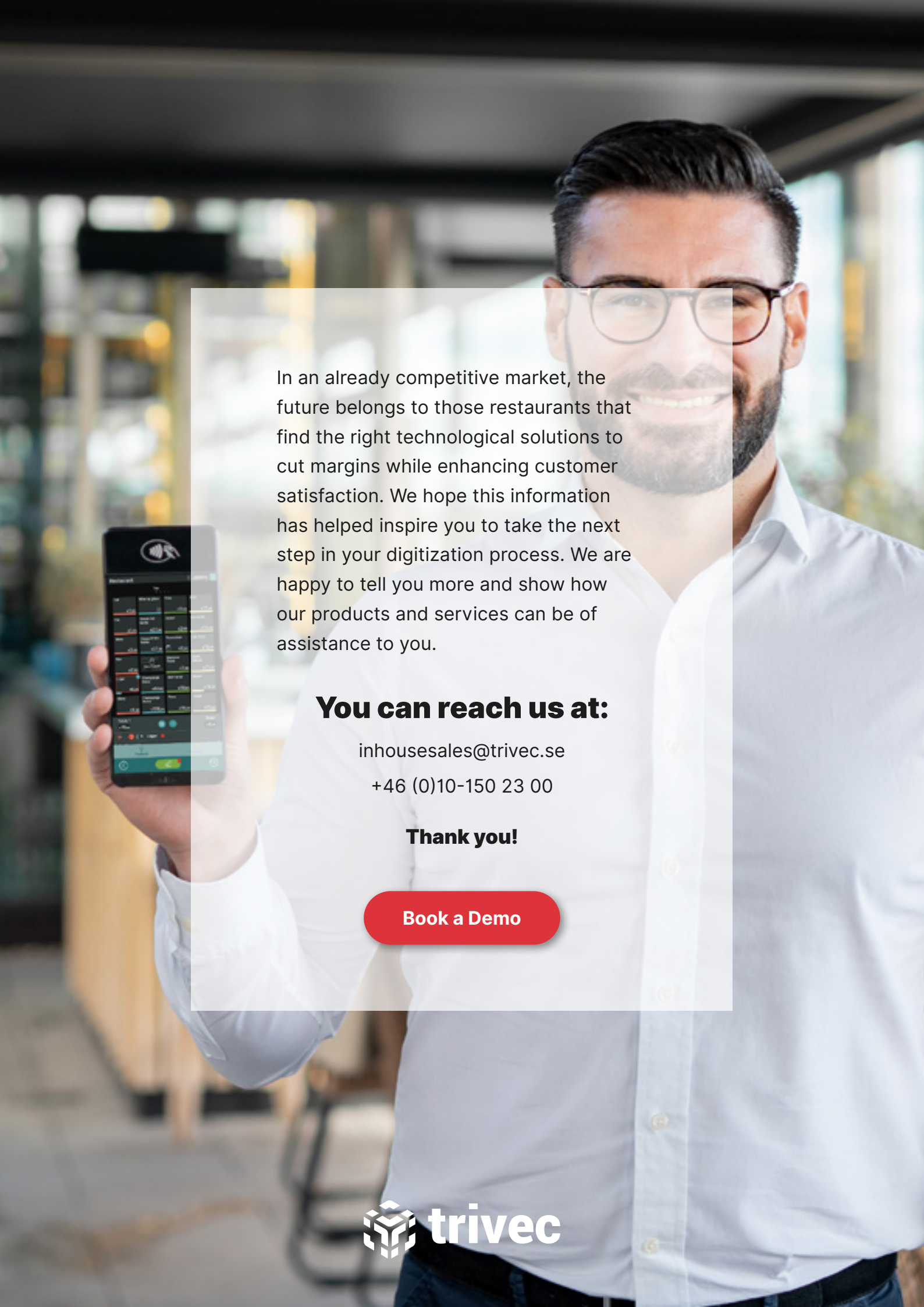
Our **automated beverage systems** dispense measured quantities of beer and wine, thereby reducing waste, and integrated with your POS system, giving you instant information about sales and inventory. In a similar vein, we also offer a **Liquor Control system** designed to ensure that spirits are served 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.

A man with a beard and glasses, wearing a white button-down shirt, is smiling and holding a smartphone in his right hand. The phone screen displays a dashboard with various charts and data points. The background is a blurred indoor setting, possibly a restaurant or 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 are happy to tell you more and show how our products and services can be of assistance to you.

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**Thank you!**

**Book a Demo**