

# THE RISE OF THE KIOSK IN DIGITAL SIGNAGE FOR QSR'S

## *Increasing Sales and Efficiencies with Indoor Kiosks*

By Brian McClimans, Vice President of Sales for Americas and APAC, Peerless-AV

Quick service restaurants (QSRs) are known for speed, efficiency, and an ever-changing array of new meal options. To be successful in this space, however, it's crucial for these restaurants to continuously find ways to showcase offerings while providing customers with a unique experience. Enter digital signage – a solution that aids QSRs in meeting these demands and more. From constantly-changing promotions, FDA regulations, and day-parting, to name a few, digital signage offers QSRs and its customers the opportunity to share and receive content in engaging ways. Further, with digital signage, QSRs have a range of hardware options, including outdoor drive-thru displays, digital menu boards, indoor and outdoor kiosks, and beyond.

One of the more recent implementations of digital signage in QSRs that has been seen are indoor self-ordering kiosks, and for these restaurants, the benefits are strong.

### **FLEXIBILITY**

The use of any digital signage in a QSR application first brings flexibility to both customers and QSR owners, something that is not as prevalent in the use of static signage. While many QSRs still relay on static signage, the common complaint among owners is the inability to quickly change content in real time.

Promotional items and menu content (new items, change in pricing, sold-out items, calorie counts, etc.) can be quickly changed through a connected computer. If a QSR runs out of a particular item or wants to promote a specific meal, the information can be shared immediately. When customers then go to place an order using a self-service kiosk, for example, they will be alerted of the promotion or the out of stock item will be grayed out, helping them make easier decisions. Additionally, day-parting will no longer be a concern for QSRs as the appropriate menu can easily be scheduled to pop up at the appropriate time.

### **DECREASED COSTS**

Another benefit for QSRs as it relates to using static signage is the cost savings. With digital signage, QSRs are able to update menu items and content on kiosks at the touch of a button, saving money on the regular replacement of signage.



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Further, indoor kiosks can decrease staffing costs. As opposed to offering a full staff of front-end cashiers to take orders, those employees can perform other customer-facing roles in the dining room, such as assisting with kiosk orders and delivering food to tables. Not only does this help in decreasing staff, which saves costs for QSR owners, but it also increases customer satisfaction.

### **INCREASED SALES**

In addition, through the use of kiosks, QSRs are able to showcase promotional items and offer customers the ability to move at their own speed when placing orders. This creates a more com-

fortable environment for customers and increases the likelihood for them to order extra add-ons. Plus, animated menu content is more eye-catching and engaging than static signage, which further entices customers to make additional purchases.

### **INCREASED CUSTOMER ENGAGEMENT**

Digital content offers QSRs various opportunities to go above and beyond in its communication offerings. Alongside the content that is shared, it is also important to understand how the presentation of that information can define a brand and bring about various emotions.

For QSRs, many experts in color theory suggest that red coloring is most effective. While it may increase heart rate and stimulate impulsive eating (a plus for QSRs), bright red digital signage or rooms may repel customers looking to stay for long periods of time. As such, bright colors are best used for quick service and are even a strong element when incorporated into indoor kiosks in these venues. Plus, these bright colors can be implanted via custom branded kiosks, further drawing in customers.

### **EXPANSION OF FOOD KNOWLEDGE**

Digital signage containing nutrition details offers a solution for consumers who are trying to maintain a healthy lifestyle and/or those with food sensitivities. While many customers look to reduce calorie, carbohydrate, and/or fat intake, depending on their dietary needs and health goals, monitoring for these counts while on-the-go can be quite frustrating when information is sparse. Individuals may even avoid restaurants that serve foods they feel are “bad.”

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By offering nutritional information in an engaging way, restaurants can create food awareness, helping customers make choices based on the quality of food, and increasing customers' chances of maintaining a healthy weight via calorie awareness.

With laws from the FDA requiring the display of nutritional information, the ability to offer this content to customers in an engaging way via kiosks provides benefits for both the customer and the restaurant.

### LOOKING FORWARD

Staying ahead of the technology curve and improving a restaurant's menu and ordering process offers an opportunity to meet customers' needs and improve both engagement and profits, results that any restaurant is bound to reap the benefits from.

A typical return on investment for QSRs includes a decrease in material costs and upkeep. While the initial cost to implement a kiosk or digital signage may be higher than using static signage, the maintenance is much lower, helping QSRs save on updating materials for new promotions or damaged signage.

In addition, most QSRs experience an increase in customer satisfaction and sales, as customers are more comfortable using a kiosk where they can easily customize their order in a more efficient manner.

Brian McClimans serves as Vice President of Sales for North America and APAC at Peerless-AV. In his role, McClimans is responsible for managing all sales initiatives within the North America and Asia Pacific regions. As an energetic and engaged leader that believes in creating partnerships with customers on a global scale, McClimans works closely with his European counterparts to ensure a unified strategy for Peerless-AV.

McClimans possesses specific knowledge within the education, restaurants, retail, hospitality, healthcare, and entertainment vertical markets as it pertains to digital signage, wayfinding, kiosks, outdoor displays, and large format mounting solutions.

With more than 25 years of experience in the audiovisual manufacturing and distribution industry, McClimans has played a key role in the development and implementation of numerous national digital signage projects, including video wall, menu board, and interactive kiosk solutions. He is a recognized face in the global AV industry and frequently speaks at conferences, including InfoComm, ISE, and the Digital Signage Expo. He



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also regularly contributes to industry leading magazines, articles, and social media, and has been recognized as one of the top AV Tweeps to follow in 2016.

McClimans was nominated to the Board of Directors for the Digital Signage Federation in 2013 and currently heads up the Outreach and Advocacy Committee. McClimans holds a Bachelor of Arts from Illinois State University, where he studied Economics and Marketing.