![Focus POS Systems logo]

4 NEW Must-Have Technologies for Your Restaurant

EBOOK

The restaurant industry is evolving at light speed, right along with the technology that supports it. Because technology is constantly changing and advancing, you have an increasing number of tools at your disposal to help your business run more efficiently and productively.

With the right technology, your restaurant will benefit from seamless workflows, increased profits from new revenue streams, and a reputation that customer experience is one of your top priorities. The best point of sale (POS) systems support the latest technology trends as well as customization that allows them meet the unique needs of your business.

This eBook outlines four technologies that have found permanent places in the restaurant industry due to the impact they make on productivity, profitability, customer service, and business growth:

1. Cloud-based POS

2. EMV payments

3. Tablet POS

4. Online ordering

⊕ Cloud-based POS: Anytime, Anywhere Access

In a society that routinely accesses information from anywhere at the click of a button, why should your restaurant operations be any different? A cloud-based POS system allows instantaneous access to business critical information, making it easier to manage your business, particularly if you have multiple locations.

With a cloud-based POS system you gain access to your dashboard from any mobile device, from anywhere in the world, allowing you to make the real-time decisions that are instrumental to managing labor costs, inventory, and more. Additionally, a cloud-based POS system pulls data from all locations and sources into one place, enabling you to spend more time making results-based business decisions and less time processing data across multiple sources.

In cloud-based POS, data is not bound to your hardware. Should a POS terminal crash or become damaged, your data is nestled safe and secure in the cloud whereupon it can be downloaded onto new hardware. This component is key to making cloud-based POS systems fully scalable.

There's no need to worry about POS operation if the internet goes down. In state-of-the-art cloud POS systems, information is stored on a remote server and continually synced to an internet access point. While the internet is necessary to access the information, the cloud is not dependent upon an internet connection to operate. These state-of-the-art systems that provide the security of the cloud as well as the stability of locally operated POS software, require the assistance of a service provider to implement software updates or configure additional terminals within your network. In this way, you'll reap the benefits of both software types, while bypassing their weaknesses.

⊕ EMV Payments: Safer, Card-Present Chip Card Transactions

EMV (Europay, Mastercard, and Visa) payment technology is the global standard for how chip-based credit and debit card transactions are processed. EMV-compliant cards are embedded with microprocessing chips that are dipped rather than swiped like magnetic stripe cards. Dipping creates a one-time-only transaction code that cannot be duplicated making chip cards far less vulnerable to fraud than magstripe cards. Since the U.S. began its migration to EMV payments in 2015, there is a growing number of reasons why this technology is vital to your restaurant operations.

First, with the shift in liability that began when U.S. businesses began accepting EMV payments, restaurants that are not EMV compliant are responsible for covering fraudulent charges and associated penalties. For instance, imagine a large party of diners at your establishment racking up hundreds of dollars in charges. Your server swipes a magstripe card and the guest signs the receipt. You later learn, the card was counterfeit, made from data collected from a card skimmer, something a magstripe reader cannot detect. Processing the charge as an EMV payment, the charge would not have been accepted. Implementing EMV readers not only protects your customers, but your restaurant's bottom line as well.

As of March 2017, as many as 600 million chip cards had been distributed to consumers across the nation, according to the US Payments Forum. Integrating your POS solution with EMV readers will provide the experience your customers expect and position your establishment as one where protecting customer data is top of mind.

It's important to consider the customer experience when choosing which EMV reader is ideal for your restaurant. Pay-at-the-workstation options are the least expensive and provide a business-as-usual payment processing approach. Servers cash out a bill at a designated workstation, and bring a receipt for the customer to sign. The EMV reader for this option is certified for the "Chip and Signature" cardholder verification method (CMV) for chip cards. This method protects you against chargebacks across all card brands without any operational changes for your servers or customers.

Another option integrates EMV readers with pay-at-the-table processing. This method uses the "Chip and Signature", and requires the customer to enter their signature into a PIN pad or tablet at their table. After the customer signs, they are then prompted to tip. Pre-configured tipping options appear on the screen, such as no tip, 15%, 20%, 30%, or custom tip. This streamlines the pay-at-the-table and tipping process.

⊖ Tablet POS: Point of Sale Functionality Wherever You Need It

Taking orders tableside and pay-at-the-table transactions are two of the main benefits of tablet POS. With tablet POS, your servers can input orders as customers communicate them — enabling a conversational ordering experience rather requiring diners to list their selections as a server hurries to write them down. Tableside orders also create greater opportunity for upselling as servers — especially when your tablet POS system includes on-screen prompts — make suggestions that can enhance a customer's dining experience and increase the ticket size. Tableside orders also save time: Orders can be expedited directly to the kitchen and wait staff have immediate access to menu updates and changes.

Tablet POS solutions resolve order entry errors that lead to lost inventory costs. For example, how many times are dishes tossed due to incorrect preparation because of unreadable handwriting? Additionally, communication between your wait and kitchen staff will be enhanced, which can help reduce waste.

Finally, tableside devices improve the customer experience when it's time to settle the check. Waiting for a bill can be detrimental to an otherwise exemplary experience. Use tablets to decrease the time customers have to wait to complete payment transactions. Allow your customers to leave as soon as they desire, turn tables faster, and increase your revenue potential with tablet POS.

⊕ Online Ordering: New Revenue Stream that Meets New Consumer Demand

In recent years, the demand for mobile ordering has increased. According to Statista Inc., a leading statistics analysis company, roughly 30% of diners aged 18-54 have ordered food from a restaurant's website via phone or tablet since 2014. If you haven't invested in an online ordering solution, you're missing out on the number one driver of new revenue for restaurateurs.

The pressure customers face to place their order over the phone or with a line forming behind them discourages add-on items, and decreases your restaurant's revenue potential. According to a recent article in *Nation's Restaurant News*, the leading resource for business intelligence in the foodservice industry, when customers can take their time viewing all menu items and offers online, they spend on average $4 more than non-digital orders. Additionally, establishments that offer customers the ability to order and receive delivery service in the convenience of their own home, keep revenue flowing even during inclement weather.

Online ordering improves order accuracy, saving your restaurant time and money. Your kitchen staff receives a customer's order exactly as it has been entered. Phone orders can suffer from poor connections and miscommunications that lead to order inaccuracies, causing your restaurant both profit losses and lackluster reviews.

Implementing online ordering conveys a customer-centric culture where convenience and accessibility are the top priority. It also lays the foundation for gathering powerful analytics about your customers ordering habits. You can use this data to tailor offers and loyalty programs to the people most likely to respond. Additionally, you can glean insight on menu performance and adjust accordingly.

⊛ The Importance of Customization

No two restaurants are alike. Your unique needs will differ in scope, architecture, and infrastructure depending on whether you operate a quick service, fine dining, or confectionary establishment. While it is important that you find a software provider that is able to deliver on all four of the must-have technologies in this eBook, it's equally important that these technologies can be customized to your unique business needs and existing workflows.

To obtain maximum value from your POS software solutions, it's imperative for restaurants to seek a provider that enables customizable features. For example, your restaurant POS software should allow you to customize menu screens, reports, system alerts, and employee login and marketing capabilities to make sure your system is the perfect match for your operations.

Focus POS offers each of the customizable options listed above, as well as integration with online ordering technology and customizable gift card and point-based loyalty programs, among other options. Focus POS even allows its restaurant customers to create a custom mobile app or Facebook plug-in that seamlessly integrates with their loyalty rewards program, making it easy for customers to check their point balances and transaction histories.

In order to grow your customer base and annual revenue, restaurants must use technology that allows flexibility and convenience for both customers and employees.

About Focus POS

For more than 20 years, Focus POS Systems has provided restaurant management software to hospitality establishments. Our team has installed innovative restaurant point of sale solutions at more than 10,000 unique locations worldwide. Since 1990, we have aimed to give restaurants a competitive edge by providing simple, yet powerful point of sale solutions. Our reliable products combined with our tried-and-true methodology allow restaurant managers to promote efficient operations, increase productivity, improve profitability and deliver business value. Focus specializes in providing restaurant point of sale solutions for table and counter service, take-out, delivery, bars, nightclubs and cafes. Many well-known hospitality organizations rely on Focus POS to streamline their daily operations, including Smoothie King, Coldstone Creamery, Popeye's, Blimpie, and Church's Chicken.