



# INCREASE CUSTOMER SATISFACTION WITH DIGITAL SIGNAGE, DIGITAL MENU BOARDS, AND KIOSKS

Boost sales while giving customers a more relevant and seamless experience

[intel.com/digitalsignage](http://intel.com/digitalsignage)

Engaging and powerful digital signage not only showcases what's on the menu at quick service restaurants (QSRs), it also provides the convenience and speed that will keep customers hungry for more.

## QSRs THAT INSTALLED DIGITAL SIGNAGE AND KIOSKS SAW BETTER RETURNS

**28%**

Overall sales boost of 28%<sup>1</sup>



Average orders went up 20 to 30%<sup>1</sup>



More sales of higher-margin items<sup>2</sup>

## SATISFY CUSTOMERS WITH FASTER LINES, GREATER ORDER ACCURACY

Digitally savvy consumers (aka "techsumers") expect exciting, different experiences and increasingly place a premium on menu control, choice, and personalization. But techsumers aren't the only ones who prefer digital menus and kiosks.

**74%** of customers say an easy-to-read menu is their top priority.<sup>3</sup>

**29%** of customers find digital menus influential for product purchases.<sup>3</sup>

**61%** of customers say they are willing to shop at a completely automated store if they can avoid waiting in line.<sup>4</sup>

Customer loyalty increases with faster service and more accurate order fulfillment, along with automated upselling.

## HIGHER SALES PER LABOR HOUR, DEEPER CUSTOMER UNDERSTANDING

Digital signage can help QSRs staff efficiently and avoid long lines. **59%** of restaurants report staffing is their top challenge, followed by high operating and food costs.<sup>1</sup>

Digital signage and kiosks with Intel®-based technology can gather valuable customer preference and inventory data for more-successful promotions (with day parting), boosting sales and reducing food waste.



Camera



Digital menu boards



Kiosks



E-commerce



Social



RFID reader



POS



CRM



Sensory data



Analytics platform

IDENTIFY PEAK TRAFFIC  
DWELL TIMES ON SIGNAGE  
HOLISTIC VIEW OF PURCHASES  
PERFORMANCE BY LOCATION

When built on Intel® edge compute technology, digital signage and kiosks help QSRs gather valuable insights that can drive brand recognition and loyalty and reduce costs, leading to improved store operations and supply chain efficiencies.

## A BRIGHT, BOLD WAY TO ENGAGE WITH CUSTOMERS AND IMPROVE EFFICIENCY

Learn more at [intel.com/digitalsignage](http://intel.com/digitalsignage).

1. Brawn, Alan C., and Keene, David, 2018, "QSR: Reinventing the New Menu Board—and Beyond," Digital Signage for Quick Service Restaurants, a special supplement to Digital Signage Magazine.  
2. Klein, Danny, 2018, "Study: Kiosk Demand on the Rise in Quick Service," QSR Magazine, March 2018.  
3. Montgomery, A.J., 2017, "McDonald's CEO Using Zivelo Kiosk" blog post, Zivelo, July 6, 2017.  
4. "37 Exciting Digital Signage Trends and Statistics," October 2016, ScreenCloud, screen.cloud/ideas/innovation/exciting-digital-signage-trends-and-statistics  
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