

SOLUTION BRIEF

Retail and Hospitality
Interactive Restaurant Technology



Building the Future of the Dining Experience

Ziosk and Intel boost customer satisfaction with interactive, frictionless payment enabled by new table-side tablet

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Constant improvement has never been more important for restaurants than in a marketplace increasingly defined by the customer experience. Today, four out of five restaurant operators agree that the right technology can deliver that improvement, helping increase revenue, productivity, and competitiveness in the process.¹

Elevating the experience starts with developing a deeper understanding of the customer, and that requires capturing and unlocking data. The more we know about customers, the better their needs can be anticipated and the interaction personalized. To get there, many operators are turning to technology to learn more about every facet of the dining experience, from ordering to loyalty programs to payment.

Changing the restaurant experience with Ziosk

According to the National Restaurant Association, electronic pay-at-table and mobile payments will be commonplace by 2020.¹ Ziosk is leading that move to a next-generation dining experience by offering the first entertainment, ordering, and pay-at-the-table tablet developed for the restaurant market.

The Ziosk Aurizon* tablet features an eight-inch tablet with encrypted credit card reader that enables guests to explore menu items, play games, view news and entertainment, order food and beverages, and pay on demand. Customers can also fill out surveys to rate their experience, donate to a featured charity, and shop for restaurant-branded merchandise.

All of these interactions reward operators with unprecedented levels of real-time customer and sales data. That information can be delivered in raw form or in an easy-to-digest dashboard, giving owners invaluable insights from which to create menus, specials and promotions, and other personalized offerings able to drive revenue.

Rolling out in 2013, the Ziosk Aurizon continues to refine and enhance the table-side experience, including recently adding new hardware that offers a single payer slot that accommodates both EMV and MSR payment methods, also known as dip and swipe. Along the way, Ziosk has built partnerships with a who's who of national restaurant chains, installing its tablets in thousands of locations for Chili's, Olive Garden, Red Robin, and Outback Steakhouse, among a growing list of others.



Tablet helps grow bill size—and tips

The convenience of the Aurizon tablet delivers to customers is driving big benefits for restaurants as well. Ziosk estimates that its tablet enables guests to leave the restaurant an average of five minutes sooner because they spend less time waiting to order and paying the check.² As a result, restaurants can turn tables more quickly, serve more guests, and increase daily profit.

The ease and immediacy of ordering is also growing both check size and tips. Given the opportunity to order before wait staff arrive or while they are unavailable, and do so privately, Ziosk customers are seeing a bump in appetizer

sales of up to 20 percent compared with standard, server-based ordering strategies.³ Restaurants are also seeing an approximately 30 percent jump in dessert sales.³

Meanwhile, the larger bill amounts are helping drive larger tips, with restaurants seeing an up to 15 percent increase.³ The tablet offers default tip amounts, commonly 20 percent. Tips are calculated on the original full total after taxes and before discounts. For many, this is proving to be another powerful tool for increasing check size per table, while also making happier servers.

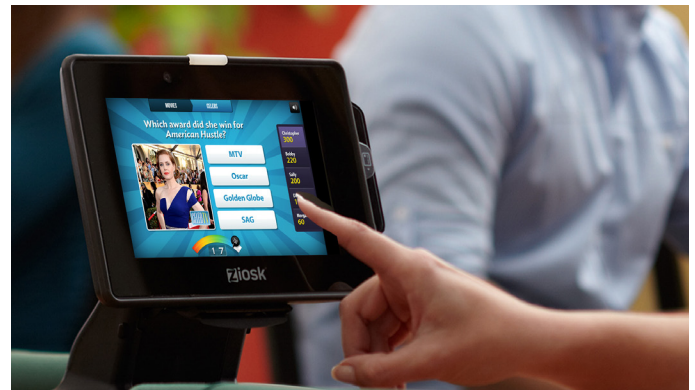


Building new connections with consumers

In addition to strengthening the bottom line, Ziosk customers are seeing survey responses increase by more than 50 times with the Ziosk Aurizon tablet.⁴ More than 30 percent of their customers' guests opt in to the tablet's proprietary tool called zSurvey*, and do so without an incentive.

Through another proprietary tool, zData*, Ziosk provides daily, weekly, and monthly reports on sales, server performance, and guest satisfaction. This unprecedented level of feedback leads to critical intelligence that equips managers to better ensure guests are satisfied with the service, food, and overall dining experience.

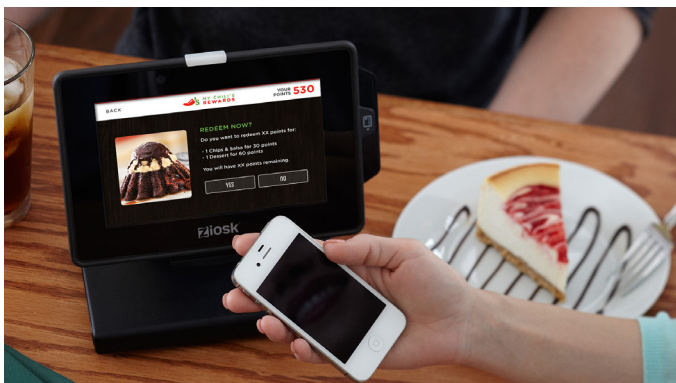
The loyalty programs of Ziosk's customers are seeing greater participation as well with 25 percent to 40 percent of restaurant customers self-identifying by logging in during their dining experience.⁴ Additionally, those customers with traditional eclub programs have experienced a tenfold increase in enrollment on the Ziosk Aurizon tablet.⁴



The tablet features its own game platform as well, offering a combination of popular Android* games from partners like Electronic Arts and Toca Boca as well as proprietary games like zTrivia*. These games, which are offered to patrons for a fee, give restaurants another source of incremental revenue.

The company also made the Ziosk Media Network*, a digital media platform for partners to create engaging experiences at the point of purchase. Most recently, Ziosk worked with Android Pay* and Samsung Pay* to educate consumers about how to load their mobile wallet. If they used the wallet, they were rewarded with \$5 off of their check at the end of their meal.

Finally, the Ziosk Aurizon tablet gives partners a new way to engage audiences and build awareness. For example, Ziosk and Time Inc. now offer popular magazines such as *People*, *Sports Illustrated*, and *Entertainment Weekly*. The titles are syndicated through Ziosk's tablet to a national network of 3,000 restaurants.



ZIOSK AURIZON* TABLET FEATURES AT A GLANCE

The Aurizon tablet is an eight-inch, PCI-compliant tablet with an encrypted credit card reader that accepts magnetic stripe, EMV, NFC (or tap), and chip and pin. It is also the first tablet of its kind to offer an all-in-one payment slot for both dip and swipe. For those customers who pay at the table and want a paper receipt, Ziosk includes an auto-cut printer as well.

Aurizon was designed to provide a superior user experience. Ergonomics and easy, intuitive operation were key requirements. To deliver on those goals, Ziosk worked in close partnership with leading product ID firm, Ammunition, and engineering firm, Alloy, to ensure the device offered a simple and seamless interface for users.

INSIDE

- Intel Atom® x7-Z8700 processor
- 2x2 MIMO Wi-Fi antenna
- Proximity and ambient light sensors
- Gesture sensors

OUTSIDE

- Unibody design
 - Easy to manage and maintain
 - **NEW:** Customization possible
- **NEW:** Full HD retina display screen with more than 2.4 million pixels
- **NEW:** Contextual LED touchscreen pinpad (only lights up during payment)
- 8 MP video camera
- **NEW:** Multicolored LED flash
- **NEW:** Three microphones to support voice recognition (one on back and two on front)
- Stereo speakers (in front)
- Light pipe on top
 - 7 RGB LEDs with programmable array
- Foolproof battery and paper loading
- **NEW:** Footprint is 30 percent smaller
- **NEW:** 8" screen is 15 percent larger
- **NEW:** Auto-cut printer



Learn more

Learn more about Ziosk and the Ziosk Aurizon* tablet at ziosk.com.

Learn more about Intel and the Intel Atom® processor at intel.com/atom.

Table-side tablet numbers continue to grow

Restaurants and their customers are embracing the Aurizon tablet in large numbers. Ziosk currently has more than 180,000 tablets interacting with 50 million patrons per month. To date, the tablet has served some 1.25 billion people nationwide, processing more than \$20 billion in transactions and 1.5 billion completed survey questions.

With new capabilities and hardware, Ziosk expects those numbers to continue to grow, reaching more than 60 restaurant brands, 4,500 restaurants, \$12 billion in transactions processed, and more than one billion guests served.

Ziosk turns to Intel

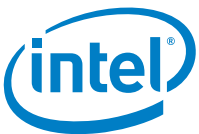
Intel shares Ziosk's commitment to transforming the dining experience and giving restaurant operators new ways to boost productivity, engage patrons, and grow revenue. Intel also understands the power of data and what it can mean to a company and industry when more can be learned about customer behavior and preferences.

Ziosk has partnered with Intel to deliver the next generation in restaurant experiences for consumers. By relying on the Intel Atom® x7-Z8750 processor, the Aurizon tablet offers incredibly fast processing, including great graphics performance. The stunning speed helps ensure that consumers can readily access the growing list of capabilities delivered by the tablet, while also enjoying amazing battery life.

Charting the future of dining

In today's hypercompetitive marketplace, restaurant operators are always looking for new tools and strategies for winning customer loyalty. More than ever, diners are looking for control, convenience, and personalization when they visit a restaurant, which means rethinking everything from order options to loyalty programs to payment.

With its easy-to-use tablet, Ziosk puts control directly into the hands of diners. At the touch of a button, consumers can order, pay, share their opinion, shop, and even entertain themselves all from their table, saving time and headaches. What the thousands of restaurants using the Ziosk Aurizon tablet are learning is that when you are able to learn more about your customers, you can better give them what they want, and that can be very good for the bottom line.



1. National Restaurant Association, 2016.

2. Wong, Venessa, "That Tablet on the Restaurant Table Will Make You Spend More," Bloomberg, September 18, 2013.

3. Garber, Megan, "Chili's Has Installed More Than 45,000 Tablets in Its Restaurants," The Atlantic, June 16, 2014.

4. Based on Ziosk's proprietary data tracking, compared to Ziosk customer data prior to using the Ziosk Aurizon tablet.

Intel technologies' features and benefits depend on system configuration and may require enabled hardware, software or service activation. Performance varies depending on system configuration. No computer system can be absolutely secure. Check with your system manufacturer or retailer or learn more at intel.com/atom.

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