

## Digital Menu Boards Engage, Upsell and Automate Restaurants

Customer experience is one of the top factors influencing repeat business for quick service restaurants. Menu boards contribute significantly to customer experience and are the top point-of-engagement for every customer. Designed properly, menu boards expedite the ordering process and swiftly move customers through the restaurant without delay. Conversely, static boards are tedious to update, require costly maintenance and lack flexibility to add new items or nutritional information.

Struggling with costly menu updates?

Digital Menu Boards are the solution!

### Engage Customers and Bring them Back

Digital menu boards create engaging, graphically-driven displays that brighten the restaurant and are easier to read. The sharp, bright images and bold pricing makes the ordering experience easier for customers. Furthermore, digital menu boards reduce perceived wait time up to 15% for your customers.

### Boost Profits with Suggestive Selling

Digital menu boards have so much more value to your business than dusty, static boards. Digital menu boards can be used to strategically promote special menu items on promotional blocks of the board. When minimal animation is incorporated to this block, sales soar.

### Automate Day parting

Promotional blocks and full menus can be scheduled to change based on the time of day and even with seasonal promotions. Using dedicated POP (point of purchase) boards, restaurants have seen sales of promotional items increase 65-300%. Additionally, restaurants have reduced the cost of printed posters and window signage up to 48% when pushing content digitally.



Digital menu boards are revolutionizing the way restaurants are engaging customers and promoting new or seasonal products. Additionally, many restaurants are using digital signage for calorie labeling requirements.

## What are the Benefits of Digital Menu Boards?

- **Increase Ticket Size-** Animated promotions have achieved triple-digit sales lift.
- **Nutritional Labeling-** Digital menu boards are a fast and flexible solution to become compliant with the new laws.
- **Faster Updates-** Reduce time and resources updating menu prices and descriptions.
- **Time Warping-** Digital menu boards reduce perceived waiting times by up to 15%.
- **ROI-** Return on investment is usually realized in 12-24 months.
- **Suggestive Selling Soars-** 40-70% of QSR purchases are unplanned or impulse sales. Point of purchase (POP) advertising is very effective.
- **Impact-** Digital signage draws 10 times more attention than static signs.
- **Enhanced Customer Experience-** Customers appreciate bright boards with vivid images
- **Streamlining Menu Updates-** Magnetic, plastic or wooden menu boards are tedious to update. Digital menu boards can be updated from the back office or remotely. You can make changes in real-time or update the menu after-hours when you are not pressured.