SELF-SERVE: THE FUTURE OF HOSPITALITY

HOW TO MAKE SELF-SERVE A SUCCESS FOR YOUR HOSPITALITY BUSINESS

The world is going cashless, and in today's fast-paced hospitality environment, self-serve counters have become vital. They ensure rapid and seamless service for customers who have come to expect nothing less...

✔ ATTRACTIVE

✔ EASY-TO-USE

✔ CASHLESS PAYMENTS

✔ FAST, SEAMLESS SERVICE

✔ GREAT ROI

✔ INCREASED FOOTFALL

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WHY SHOULD YOU BE CONSIDERING SELF-SERVE FOR YOUR HOSPITALITY BUSINESS?

There are a whole range of benefits when it comes to using self-serve. First and foremost - for most businesses - it offers real return on investment, as a result of increased footfall.

Self-serve also provides better utilisation of staff hours – allowing employees to focus on other key areas, such as the kitchen, resulting in a better overall customer experience.

WHAT IS SELF-SERVE?

Self-serve enables your customers to order and pay for menu items themselves, for example: through a food-ordering kiosk, or a hand-held device. It empowers the customer – letting them order when, how and where they want.

Self-serve technology puts the customers in charge of ordering and paying, without the need for staff assistance. The technology is now becoming more affordable, and a must for up and coming hospitality providers - from grab-and-go, to coffee outlets, and even restaurants.

THE BENEFITS OF SELF-SERVE

FOR YOUR BUSINESS

- Self-serve facilitates reduced queues and waiting times for customers, therefore increasing footfall, customer satisfaction and profit. More customers during peak trading times will help drive your bottom line.

FOR YOUR CUSTOMERS

- Self-serve technology is designed to empower the customer and meet the demands of today's market. Able to order in their own time, with clear attractive displays and fast, secure payment - self-serve is perfect for customers looking for a quick, seamless experience.

- Nutritional and dietary information can be clearly displayed at their fingertips, increasing allergen safety and helping your customers to make informed choices.

FOR YOUR STAFF

- Staff time is freed up for other tasks. Whilst some businesses may want to retain a mixed-service environment, utilising self-serve kiosks or tablets allows some staff to transition to other operational and back-office roles - supporting better service and more product and scope.

REDUCING WASTAGE

- Food wastage is a big profit drain in today's hospitality environment, especially if you are generating 80% of your profit during busy lunch periods.

- Self-ordering takes front of house staff costs into the kitchen and prep areas delivering specific food just how your customer wants it. The system also enables you to track stock - providing clear communication between kitchen and front-of-house.

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COMPARING SELF-SERVE UNITS

When it comes to selecting the right hardware or unit to support self-serve software there is a whole range to choose from, including hand-held, kiosk and wall-mounted units. As a hospitality provider you should be focusing on these core areas when making your selection:

➤ Is it simple to use (for customers and staff)?
➤ Does it provide super fast payments?
➤ Does it offer tailored orders to help eliminate wastage?
➤ Will the system put the full order process in your customers' hands and help to generate loyalty?

HAND–HELD

A small grab-and-go type outlet should start with a basic hand-held unit, which can be set up and installed within a short time period (typically 10-14 days) – resulting in minimal business interruption. Once this type of system has demonstrated its ability to generate additional income, then hospitality providers should consider upgrading it in order to capture more customers during busy grab-and-go periods.

WALL-MOUNTED

Larger hospitality providers can be faced with serious queuing issues during busy lunch and dinner services. In this instance you would benefit with multi-sided kiosks to help reduce queues and generate more sales.

FAST AND SEAMLESS

Self-serve is fast and seamless. It gives customers what they want, when they want it.

REDUCES WASTAGE

Self-serve helps to reduce wastage – allowing the kitchen to prepare food according to specific requirements. Reducing food and product waste not only minimises carbon footprint, less waste also means less money thrown away, and therefore greater financial savings.

WHAT ARE THE PROS?

CASHLESS PAYMENTS

Independent ordering and cashless payments help to increase speed of service, and in turn generate higher customer footfall.

UNOBTRUSIVE UPSELLING

Upselling, one of the most challenging parts of service for many cafe or restaurant employees can be done attractively and unobtrusively with no-pressure offers shown to customers on the kiosk at the point of sale.

BUSINESS INTERRUPTION

As with any new type of technology, there will be an element of business interruption. Hospitality providers are introducing a new service and a new way of thinking – you will need to adapt and make changes accordingly.

UPFRONT COST

There is also an initial capital cost, but where used correctly, the technology will soon create real ROI.
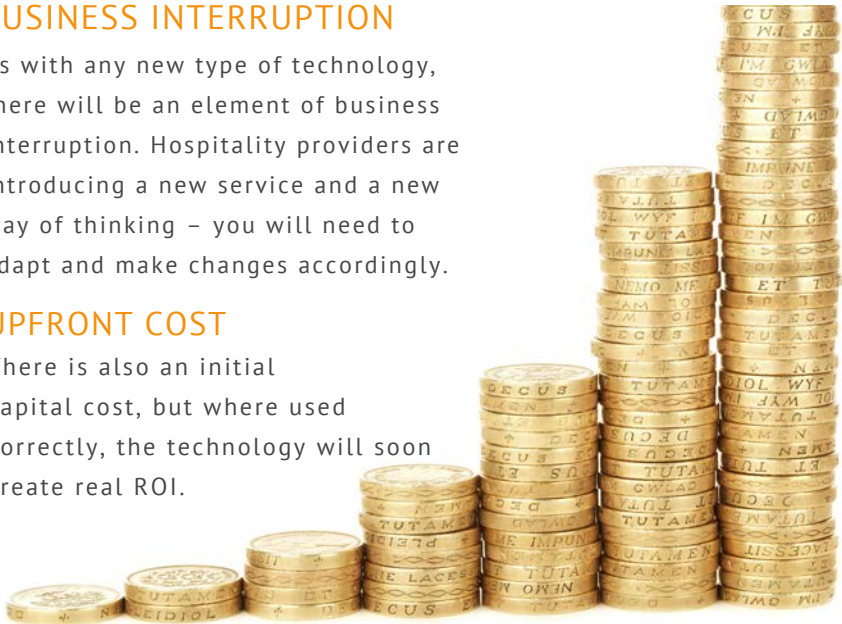
WHAT ARE THE CONS?

Remember:

Self-serve is not the right fit for every hospitality environment. For those hospitality providers looking for more personal interaction, for example in the fine dining sector, self-serve may not be the right proposition.

WHAT TO LOOK OUT FOR/ WHERE DO I START?

First of all, talk to a specialist who understands what you are trying to achieve. It could be as simple as a countertop system, which generates an order alongside your staff member on the till. The system – having demonstrated its worth - can then be scaled from there.

CHOOSING WHO TO WORK WITH

Always select a technology partner who listens to your needs, and builds a system that meets your business requirements.

HOW TO MAKE SURE IT'S THE RIGHT SELF-SERVE SYSTEM FOR YOUR BUSINESS

Make sure your provider takes their time to understand your needs. It is always far better to understand the needs of the customer than to build a system that won't work effectively.

HOW TO RAPIDLY IMPLEMENT SELF SERVE

For small grab-and-go outlets that decide to launch self-serve, we recommend you decide on your menu set and provide your pictures/photos. We can then turn a system around in as little as 10-14 days.

WHAT SHOULD YOU AVOID?

Don't buy cheap consumer tablets and deploy these into a customer facing environment – they will not be tough or durable enough when it comes to being dropped or potential spillages. Hand-held tablets need to be tough and resilient. You therefore need to select a unit that is tailor-made and robust.

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WHAT SHOULD YOU SPEND?

Spend only what you can. However, putting forward a decent investment towards the right equipment will deliver a better outcome than going for the cheapest, or simplest looking, option.

Do your homework and make sure you understand the small print. Consider scalable products, so your investment will be sustainable and grow with your business.

ROI AND INVESTMENT
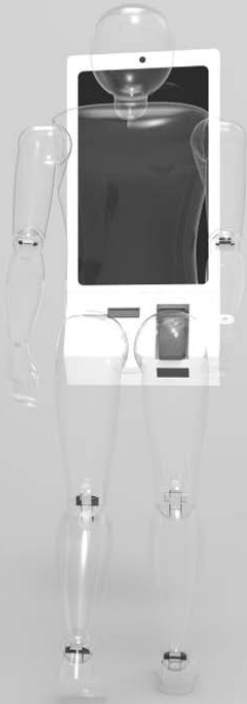
HOW CAN YOU GUARANTEE ROI?

You have to do your numbers right from the outset. Work out what you need, and what you can afford to spend.

Make sure you are working with a partner who not only understands both requirements fully, but that will support you in making the best use of all the great benefits self-serve can have.

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