How Tech-Enabled QSRs Deliver Even Faster Fast Food

In an age of sky-high consumer expectations, diners crave more than just delicious food; they expect the ordering and pick-up process to be simple and enjoyable as well. To deliver seamless service at a sped-up pace, quick-service restaurants can rely on a strong portfolio of Zebra devices and partner applications that work together to give new meaning to the term "fast food".

Online integration is quickly becoming table stakes, with customers increasingly accustomed to ordering ahead via a mobile app or online platform. However, behind the counter prep and service staff are often still using pen and paper checklists to complete many backend tasks including inventory management, food safety compliance and cleaning. Bringing those functions into the digital world is imperative for QSRs to deliver the experience customers have come to expect.

Rising interest in off-premise dining, highlights the importance of a seamless mobile ordering, payment, drive-thru and pick-up experience. Equipped with enterprise class handheld devices, and a comprehensive portfolio of applications, QSR teams can better meet the demands of today's on-the-go patrons.

Though their operations can differ, the QSR category includes both fast food and fast casual restaurants. Both offer a convenience for guests that traditional sit-down restaurants cannot. Technology enables flexible operations that allow an individual restaurant or chain to evolve to meet ever-changing customer demands.

THE NEW NORMAL

As customer engagement becomes increasingly contactless, QSRs can create differentiation by improving customer service through the adoption of rugged mobile computers and tablets as well as self-service kiosks that can withstand routine and healthy cleaning. Critical applications that connect the POS to prep areas and service staff help keep lines moving and customer satisfied. Cleaning and sanitization applications help QSRs ensure the well-being of customers and employees alike.

In an age of social distancing, investments in technologies that support order-ahead and curbside pick-up give businesses additional opportunity to drive sales without overcrowding restaurants.

THE NOT SO FAST FAST-LANE

255 Seconds

The average wait time at a QSR in 2019 was 4.25 minutes from speaker to order window, approximately 20 seconds longer than in 2018.* Why? More orders and increasingly complex menus.

*Source: QSR Magazine

Solutions for QSRs

INVENTORY MANAGEMENT

Inventory management applications on mobile computers and tablets can increase productivity and reduce costs by eliminating paper checklists. These applications, combined with barcode or RFID technology, give QSR managers a powerful and easy to use system for understanding ingredients and supplies on hand and optimizing future orders to drive the correct supply levels for individual items.

FOOD LABELING

Working with innovative solutions including mobile printers and dissolvable labels, these applications help restaurants track when food was prepped, maintain safety standards and keep prep and storage areas organized, without slowing employees down. With applications synced to POS and ordering devices, team members can also seamlessly print and label orders for pick-up and delivery.

CURBSIDE PICK-UP

Curbside orders are placed and pre-paid for online and picked up without the customer having to swipe their card or wait in line. To deliver the best customer experience, it's important to integrate pick-up orders with kitchen and prep staff's workflow of in-house orders, to oversee timing, ensure orders come up promptly and enable diners to track the status of their order at each step of the way.

DRIVE-THRU LINE BUSTING

Whether in-store or in a drive-thru line, no one wants to sit in line any longer than necessary. Their experience while waiting will impact a customer's decision to return. Zebra devices, combined with m-commerce applications that extend POS to mobile, can streamline the ordering and checkout process driving shorter lines and wait times for guests. Additionally, by analyzing the data gathered captured, QSRs can better prepare for the future by identifying and staffing to support peak traffic periods.

DIGITIZED LOYALTY

Processing a guest's loyalty program information and coupons is made smoother with digital barcode scanning devices and applications that seamlessly integrate sign up and membership data with an establishment's point of sale. Loyalty applications can also collect valuable data about the customer, which can be converted into actionable insights for personalized promotions, rewards and upsell suggestions.

TEAM COLLABORATION

Applications for employee communications and voice-enabled AI workflows enable better customer service. Servers can respond to managers' requests via their handheld devices and answer guest questions on the spot. The applications cut down prep times. Line cooks can easily ask for support or inquire about inventory without leaving their stations.

CLEANING & INSPECTION

Facility inspection applications help to automate the restaurant cleaning process, ensuring there are adequate cleaning products stocked and monitoring regular sweeps of kitchens, washrooms, seating and waiting areas. A commitment to cleanliness keeps QSRs accountable at a time when consumer expectations are as high for sanitation as they are to service.

TRAINING

Digitized learning keeps the QSR workforce properly trained, with gamified programs for more effective transmission of knowledge. Training applications are also a digital resource for management to monitor employee performance and quickly transmit automated updates upon making process changes.

TOP 3 CONSIDERATIONS

Diners report the top factors when deciding to order from a restaurant:

1 Reputation of restaurant and or restaurant brand

2 Employee hygiene practices

3 Minimal contact in delivery/ takeout process

Source: Revenue Management Solutions

Partner Software for Best-in-Class QSR Management

Working together with its valuable software partners, Zebra devices become even more effective, offering full-service solutions for QSRs, and in turn delivering an innovative and improved customer service experience.

Apex Supply Chain
Curbside Pick-Up

Paves the way for a fast, flawless customer experience with automated two-sided order pick-up solutions.

apexsupplychain.com

Axonify
Training

Provides modern learning and communications for frontline employees.

axonify.com

Diversey
Cleaning and Inspection

Delivers hi-tech cleaning and hygiene solutions that give total confidence to customers.

diversey.com

Doddle
Curbside Pick-Up

Specializes in fulfilment technology that drives loyalty, removes manual processes, creates cross-selling opportunities and enables staff to focus on serving customers.

doddle.com

Inkling
Training

A modern learning platform designed for today's learners.

inkling.com

Mi9
Curbside Pick-Up

Supplies a digital commerce platform with integrated fulfillment that delivers convenient personalized experiences.

mi9retail.com

Mojix
Inventory Management

Empowers item-level data at every step of the journey. Every event, every connection, every time.

mojix.com

Strongpoint
Click & Collect, Curbside Pick-Up, Home Delivery

Provides integrated technology solutions that include e-commerce store setup, in-store and curbside delivery, route planning for home delivery and temperature-controlled lockers.

strongpoint.com

Orion Labs
Team Communications

Offers a voice-first enterprise platform that connects frontline workers and teams with AI-driven automation.

orionlabs.io

RiskLimiter
Cleaning and Inspection

Provides a hi-tech, easy-to-use solution for inspection, compliance, reporting and much more.

risklimiter.com

Zenput
Food Labeling

Automates critical tasks and boosts staff efficiency in printing food preparation labels.

zenput.com

Cooking Up the Future QSR Experience

At Zebra, we are leading the development of intelligent, enterprise-technology solutions that provide unrivaled visibility into what is happening in your restaurants and recommending the next best move or action. Our vision is to mobilize operational data from devices and applications, analyze it and drive smarter, faster workflow decisions by users anywhere, anytime. Look to Zebra mobile devices, in combination with application solutions from our distinguished ISV partners, to deliver the power you need to create an optimized QSR experience.

With a range of rugged tablets, handheld mobile computers and scanners, and innovative printing technology, Zebra has the technology necessary for quick-service restaurants to optimize service and respond nimbly to shifts in customer demand.

To learn more about Zebra and our QSR application partners, visit
connect.zebra.com/qsr-solutions

If you are an independent software developer interested in learning more about Zebra's PartnerConnect program, visit
www.zebra.com/us/en/partners/partnerconnect/independent-software-vendors.html

ZEBRA

NA and Corporate Headquarters
+1 800 423 0442
inquiry4@zebra.com

Asia-Pacific Headquarters
+65 6858 0722
contact.apac@zebra.com

EMEA Headquarters
zebra.com/locations
contact.emea@zebra.com

Latin America Headquarters
+1 866 230 9494
la.contactme@zebra.com