

Trend Report

Navigating the new normal: Creating a customer centric QSR with visual display technology



QSR industry trends

Impacts of the health pandemic have been felt across industries worldwide. Many quick-service restaurants have had to close or operate on a limited basis for the health and safety of their customers and employees.

As QSRs begin to open their doors again, owners and operators are facing a very different business environment. Restaurants of all sizes have had to shift their priorities to align with guidelines from health officials and respond to new consumer perceptions and habits.

To respond to these shifts, QSRs are seeking out solutions that allow them to provide an exceptional experience that not only encourages diners to return, but also helps them to do so safely. Reopening and succeeding in this changed environment requires a thoughtful strategy and the right technology can play a key role.

Customer service in the new QSR landscape

As restaurants develop new health and safety procedures and adjust on-site operations to address important health concerns, many have implemented processes that intentionally limit customer contact. However, it's important these businesses find ways to keep the experience for customers as positive as possible, even with limited interaction.

In this regard QSRs have had one distinct advantage: the drive-thru window. By emphasizing alternative ordering options such as the drive-thru or curbside pick-up that enable safe social distancing, some restaurants have been able to continue to operate.

But as customers begin entering stores again, dynamic digital menu boards that can be updated anytime also provide helpful functionality. Ordering kiosks have also proven to be effective tools allowing customers to make orders digitally or complete transactions without requiring a face-to-face interaction.

More than any time in recent history, the QSR industry is seeing the urgent need to implement technology into their business models to help communicate effectively, provide meaningful customer service and build stronger relationships with their customers.



Provide contactless experience for selecting and ordering menus



Maintain effective customer service when waiting & pick-up, even without face-to-face contact



Change and manage content on menus & information easily, anytime

The impact of digital displays in QSRs

As QSRs identify technology solutions that will provide a safe and seamless reopening experience, smart digital signage can play a key role. With dynamic in-store menus, touch screen kiosks, drive-through digital menu boards, window-facing displays and more, QSRs can create safe and efficient customer experiences.

Efficient operation no matter the customer interaction

- **Drive-thru**

Keep drive thru lanes moving with highly visible digital menu displays, that can be clearly seen any time of the night or day, even in direct sunlight. Rugged and durable outdoor displays can withstand physical impact as well as dust*, humidity or other outdoor elements that could affect the display and can be easily updated to highlight key items at certain times of the day or based on location.

- **Curbside Pickup**

Window-facing and other outdoor displays can also provide better communication options for stores looking to provide alternative solutions for customers unable or unwilling to pick up their order inside the restaurant. Applications and other digital ordering systems paired with window-facing displays can help aid in curbside pick-up. Window-facing displays can also enhance the curbside pick-up experience displaying unique messaging related to timely promotions or other health and safety information as customers arrive and wait for their order.

- **Restaurant Entrance**

Some restaurants require a system to manage the number of customers entering. Pairing displays with cameras** can help safely manage customer flow, ensure safe social distancing and limit capacity. These displays can also provide real-time messaging information for customers in line including wait times, appropriate queuing protocols or other promotional information.

Drive-thrus have proven to be an essential lifeline for QSRs during the health crisis

Recent industry reports have noted, prior to the health pandemic, drive-through service may have accounted for as much as 70% of revenue for QSRs. Since the onset of the pandemic, estimates indicate sales made at the drive-through have remained consistent.



Drive-thru & Curbside Pickup

* Ingress of dust is not entirely prevented, but will not accumulate in sufficient quantities to interfere with the satisfactory operation of the equipment.

** Cameras require third-party products or solutions that are compatible with Samsung display solutions.

Reduce contact without sacrificing customer service

- **Touch Displays & Kiosks**

QSRs need to assist their customers while giving them options to feel comfortable. Kiosks and touch displays can reduce employee interactions while maintaining a high level of service. Touch display systems can also be linked to app*-ordering to seamlessly connect the physical restaurant to a brand's digital experience.

- **Indoor displays**

Indoor displays can perform multiple roles simultaneously, alleviating pressure for staff. Signage can notify customers when a meal is ready for pick-up, communicate proper queuing procedures and reinforce safe distancing while also highlighting key menu items, offers, and promotions appropriately. Digital displays can be more visible and prominent to customers than other printed materials and can be more easily updated when needed.

- **Remote management**

Connected digital displays can be managed remotely to ensure clear and consistent communication across locations. Displays are linked and dynamic, providing the most useful information when it's needed and adapted to local needs and conditions. When connected to management software, these displays can be monitored, updated and controlled remotely from anywhere, alleviating the strain on local employees and ensuring continuity between restaurant locations.



Touch Display for Kiosk

* Ordering-app requires third-party solution that are compatible with Samsung display solutions.

Samsung understands the demands of QSR businesses and their customers and develops tailored solutions to meet any need. Samsung's wide range of display solutions provide efficient and scalable tools to transition in this environment and help create a safe and welcoming environment for customers.

SMART Signage

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