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Digital Media for Quick-Service Restaurants

Restaurants are using comprehensive digital media systems to manage the customer experience and increase sales, all while maintaining low total cost of ownership (TCO).

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YCD MULTIMEDIA

Quick-service restaurants (QSRs) have long been at the forefront of integrating technology and foodservice, whether using timers to cook food to perfection or using microphones and speakers to help speed customer service. These improvements have been optimizing the efficiency in service and production in the food industry since its conception. This is a defining characteristic of QSRs.

It only makes sense that digital media and merchandising is finding its place in QSRs as well. Digital technology is being used for everything from automating inventory control and ordering, to suggestive selling, to lowering customers' perceived wait time at the counter, through high impact digital media.

In addition, digital menu boards and other customer-facing screens have become more and more popular in the QSR setting. According to a survey by media research firm Arbitron, 42 million visitors to quick-serve or casual dining restaurants in the United States over a 30-day period viewed digital video at those restaurants.

This white paper, sponsored by New York-based YCD Multimedia, discusses how integrating digital media systems are engaging customers, improving the dining experience, increasing ticket averages and streamlining operations, content and inventory management.

YCD Multimedia

Burger King in Russia manages digital media at 50 locations through a single platform.

Boosting sales while cutting costs

Most QSRs today are one link in a large corporate chain with a goal of providing consistent service no matter the location, region or franchisee.

The various components of an ideal digital media system in a QSR are designed to work together seamlessly to enhance that effort, while allowing for control from anywhere at any time. Individual managers can adjust content at the store level to give their restaurant a local feel, while company branding and other key information can be managed from the corporate office.

The POS displays can promote complementary items and high-margin selections, such as beverages, desserts and other specials, helping to increase ticket average and boost the bottom line.

High-margin items can be targeted for promotion, allowing the company to boost the bottom line while building sales.

The software can be integrated with the corporate office and inventory management systems, allowing companies to measure the ROI for specific campaigns or promotions, optimize stock on hand, automate product ordering and track the sales of specific menu items.

And because new or updated content can be uploaded at a moment's notice, marketing efforts can be optimized based on time-of-day, weather, season or inventory levels, while saving the company the cost of printing, shipping and deploying traditional promotional materials, such as posters and other display items.

In addition, infotainment displays keep customers engaged, shortening their perceived wait time.

Managing the brand experience

Digital media systems enable companies to implement cross-franchise campaigns, creating a unique atmosphere and ambience for customers while ensuring the brand experience remains consistent from location to location.

Executives are able to control all of the elements of in-store digital merchandising through a single interface. Menu boards, POS displays, in-store music, nutritional

CASE STUDY: Giraffas

Giraffas, a fast-casual chain with more than 350 restaurant locations throughout Brazil, recently opened a location in Miami. The new restaurant is the first of what the company hopes will be many in the United States.

When Giraffas was planning its first U.S. location, the restaurant chain partnered with YCD on digital menu boards, POS displays and Giraffas TV. YCD's solutions allow clients to easily modify multinational campaigns as a direct response to business intelligence, as often as desired to reflect any change in sales.

Some customers using YCD's solution have seen turnover of items promoted via POS displays increase one percent. This can be improved further by optimizing content on the displays.

"YCD provided a modern digital style to enhance the Giraffas brand," said Sam Losar, president of YCD Multimedia. "With digital menu boards, digital displays at the POS to drive sales, and an infotainment solution to entertain guests and build brand loyalty, the restaurant is equipped to meet market changes, while building their unique brand."
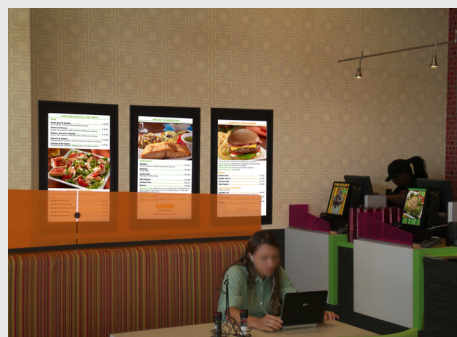
information and other media can be managed, updated and monitored through an online platform that can accessed from any computer.

The system as not only an efficient method for remote management, but also as a valuable tool for reducing operational costs.

With the built-in capability to modify content for existing templates, content created in-house can easily be modified and updated to reflect changes in pricing, menu options, promotional items and even color schemes.

About the sponsor: Founded in 1999, YCD Multimedia is a global industry leader providing corporations and organizations worldwide with advanced digital media solutions and applications within the retail environment, as well as other industries. YCD's end-to-end offering combines strategy, professional services and technology to increase profits, optimize product mix and enhance the customer experience. To date, the company has partnered with over 2,000 customers, including Fortune 500 corporations and some of the world's most recognized brands, such as Burger King, Coca-Cola, Toyota, Estee Lauder, Ferrari, Cartier, and Diesel. In October 2011, YCD acquired C-nario, a global provider of digital signage software solutions. For more information, visit www.ycdmultimedia.com.

CASE STUDY: Aroma Expresso Bar

Global café chain Aroma Espresso Bar, which operates more than 100 locations around the world, recently opened its fourth New York location, on Church Street.

The new Church Street location, however, is the first location in the United States that features a complete digital architecture that includes everything from menu boards, displays at each point-of-sale terminal and music with synchronized HD content.

Remote management was critical to the success and cost-effectiveness of the system. The system is centrally managed by Aroma corporate headquarters, while also offering the ability to be independently controlled by local employees at each location. Content can be updated remotely from anywhere in the world as business conditions dictate.

Aroma developed content for its multimedia solution in-house in collaboration with YCD's content services specialists, all managed by

YCD Multimedia

YCD's retail advertising and merchandising platform, YCD|RAMP.

Content management and distribution is managed by YCD's Web-based management platform, YCD|Platform.

"The availability of these flexible options saves us time and money and with the cooperation of YCD we are creating a seamless marketing experience for our customers and our employees," said Gil Kiryati, U.S. CEO of Aroma Espresso Bar.