

SMART RESTAURANT INNOVATIONS (РОЗУМНІ ІННОВАЦІЇ В РЕСТОРАНАХ)

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The restaurant sector is facing enormous and dynamic market changes. The restaurants should consider implementing top technologies to stay competitive.

1. Online and mobile ordering eliminates incorrect orders and food waste that often come with orders made over the phone. Customers can browse online menus, making them more likely to order additional items.

2. Digital point-of-sale (POS) system is a cloud-based model that acts as an operational platform for your staff: wait staff take orders, the kitchen instantly receives them, and cashiers process customer payments.

3. Customer-facing tabletop tablet and kiosks allow diners to browse the menu, send orders directly to the kitchen, and pay the bill without the need of a live server. Other enhancements may include bill-splitting apps and video games. Faster orders mean happier diners, faster turnaround, and greater sales.

4. Automated scheduling software lets managers log server and bartender schedules. The application sends notifications to the manager of any conflicts or gaps in the schedule, and reminders to staff when to come in.

5. Dedicated mobile apps do what table tablets and kiosks do – except they are on the customers' mobile devices. One app that many restaurants overlook is an engaging loyalty program that incentivizes customers with points and freebies. Apps also notify customers about specials, events, and coupons.

6. Mobile payment technologies are key success drivers for fast food market. Some systems include mobile card readers right at the table so that diners don't have to wait for the server to process their payment.

7. Waitlist management prevents crowding at the door and inside the reception area, replaces coasters with annoying buzzing sounds, and allows customers to roam freely without having to remain on the premises.

8. Interactive tables incorporate tablet technology directly into the table architecture itself. While potentially a big expense, they can be marketed as "special tables" requiring reservations, making them highly desirable.

Restaurants business is a specific sector due to many factors that influence customers' perception of experience, and therefore innovations in this sector is a complex and multidimensional procedure.