PosKioskSoftware.com

Self Ordering Kiosk is a high impact and money saver for all business sizes. This kiosk will help anyone trying control cost, improve order accuracy, and time to checkout.

The kiosk will take order form the customer, eliminating a step in traditional ordering process and reducing order errors. While taking accurate orders from the customers, it will display additional items for upsale opportunities. Increase in sales upto 15% can be achieved without any sales effort. Kiosk will also reduce walk-away from the line, and increase order processing speed.

Market and Deli's self ordering kiosk

NO COMMITMENT.
Programmed with store's menu.
No upfront money required.
$75 FOR EACH UNIT / MONTH ($2.50 / DAY)
Equipment and software included in price.
Works as standalone or can be integrated into our
POS program for quicker checkout.
Delivery, takeout, tableservice in also avail.

*   We will cover all equipment against defect, and will replace or ship out a replacement part within next ay

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Customers self-ordering Program

The features of this program take an order like a professional asking every detail of the order, without the pressure as an used car salesman. This will lead to a better customer satisfaction and retention. The kiosk will also reduce payroll by eliminating the order taking process. With the reduction in hours the owner will benefit with reduced payroll. Even with the reduction in payroll, you will see an increase in sales. From past results, our customers have seen an 15% increase in revenues.

This kiosk is designed with the customers in mind but built for the owners benefits. It is a touch based system, and customers will adapt to the kiosk within the first experience. Featuring a 1024x768 high quality display, with graphics based buttons, the customers will appreciate and immediately know the all the items in your menu. This kiosk will interface by asking one question at a time to build the customer's ideal sandwiches, salads, and other items. With the kiosk asking questions, the customer will feels less pressure and appreciated their custom order.

The employees are also less pressured, with a full time ordering kiosk. Acting like multiple full time employees, the kiosk will accurately take the order and without the attitude common in a busy restaurant. Once the ordering is finished the customer and employees will receive a ticket with the exact order from the customers. Without the tedious duty the employees are more concentrated on the job of assembling the customers order. The orders from customers will ensure a "same taste" for the repeat customers.

The owner will benefit from the reduction in line, more orders from the customers not walking away, and increase from "upsale". Multiple kiosk setup are available to reduce the line during the peak hours and increase orders, and reduce customers from walking away to another restaurant. The quickest benefit the owner will see is increase in sales from "upsales". Upsales are not existent in current restaurants since it takes time and requires a salesperson not an order taking person. All of the clients have seen "upsales" from extra meat, extra cheese, bacon, to pickles on side.

With the optional pos system, checkout is easy as scanning the barcode on the order receipts.

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Store Benefits

Reduced cost in operation
Lesser mistakes = less food cost = more profit
Labor cost reduced by system taking orders. Each kiosk represents an employee without excuses.
Anyone can assemble an order but not take an order.
Less paper work at the end of day. (Can export sales to excel for data analysis)
Cost of employee for taking order = at minimum $675 per employee every month.
        Example: 3hrs at $7.5 / hr = $22.50 / day, $22.50 x 30days = $675.00

Use upsales screen and increase sales upto 15%
This is the most overlooked part of every food business, employees seldom offer options.
Most employees act like a vending machine, only getting what the customers ordered, and
        customers are often uncomfortable in asking for different choices.
Its cheaper to sell to current customers, who are willing to try different options.
Offering up-sales for every item in the kiosk system (add extra cheese, add extra meat, add pepperoni,
        add bacon) will lead to extra revenue.
Every upsale screen is shown with pictures to increase impulse buying.
Add a combo option at end of every to item to increase sales.

Sell more varieties
Your menu will be shown in categories with picture, enticing customers to view more choices.
Kiosk system keeps the menu in categories, for better organization.
Offer more items than menu type with interactive flow.
Create daily specials and promotions with automatic price adjustment function.
        Example: Schedule an item for sale on first Wednesday of each month.

Eliminate soft theft
Eliminate customers from omitting extra items at checkout.
With customers ordering and seeing the prices, you can charge for all items on the sandwich.

Build Confidence
We are so confident that you will continually use the system there is no contract.
Low monthly fee, a little more that your home cable bill.
Computer included in the package.
Printer included in the package.
Touch screen monitor included in the package.
Fast turnaround for replacement with detail instructions included in every service call.
Website with precise instructions on how to change setups.
Within hours you can program change and include new items in system.
With internet access, and remote control of system we can troubleshoot system within minutes.

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Customer Benefits

Time

Customer are busy and do not want to wait to place order.
Eliminate walk aways.
Customers are getting exactly what they ordered.
No pressure ordering, often experienced at busiest hours.
Complete confidence in every order.
They will know how much each order cost.
They will have time to shop around the store for increase in sales.
Advertise other good and Brands in store. (optional)
Customers are familiar with ordering kiosks (Wawa has been using it for more that 10 yrs)

Get Customers to try something different.

Menu categories and upsales are in color pics to entice customers to buy.
Get instant response from new items on screen.

Why This Kiosk System

Our competitions.

radiant systems   = used by wawa and sheetz. **$20,000+** and (monthly / yearly payments).
nextep systems   = used by some franchises and mom & pop shops 2 kiosks = **$12,000.**

Our Kiosk System.

poskiosksoftware = **2 complete kiosk for $150/month**. no contract, 100% up and running guaranteed. We cover each station 100% and with remote control (internet required) we can tend to any issues in minutes

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Bottom Line (Potential saving / income)

Money saved (calculated to a minimum).

Employee Saving.	$675 / month. 7.5x 3hrs = $22.5/day x 30day
profit from increase in sales	$200 / month (increase in sales of $500)
cost of system (2 units)	-$150 / month ($5 / day)
net profit	**$725** / month net profit. not gross

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Case Study

Customer with kiosk system

Woodward "Not only does the kiosk generate an additional 15% increase in sales,
it also saves 40 employee hours per week, as it doesn't require someone dedicated to taking orders."

Chris "This has eliminated customers theft from not telling the correct items at the register. Has increased total deli sales to 20%. My wife was reluctant at beginning and now she loves it. Definitely worth the investment."

Mr Lee. "With this system, customers has the chance to look around the store after ordering. Also in creased my avocado, bacon sales by 3 folds."

From Website articles

Several reports by Wawa show key advantages: customers felt they were served and out of the store faster; every store consistently saves labor hours as a person doesn't need to be stationed as an order taker; and the average check size of each order grew by instituting self-service kiosks.
(source: http://www.clubnewsmaker.net/activate/e_article001743450.cfm)

"First and foremost, it has to do with transaction speed," Hervey said. "You're able to process customers much faster. You can put a whole block of them in there and a bunch of customers can be ordering at one time instead of having a bottleneck at an order taker."

Hervey said the automatic upsells are a huge profit driver, allowing Sheetz to consistently and automatically offer upsells in a way that humans can't, since a human's upsell presentation would change from customer to customer. In addition, he said the kiosks save expensive waste
source: http://www.selfserviceworld.com/article/167119/Sheetz-innovates-c-store-foodservice-with-self-service

"Kiosks are proven to be more effective on upselling. A lot of it may be human nature. The pictures on the kiosks, for example, help. When I see a beautiful picture of a shake, as opposed to just seeing "shake' on a menu, I will consider spending an extra dollar to buy it. **We eat with our eyes, after all**," Woycik said. "And when someone's trying to sell to me, I kind of put my guard up a little. When a machine is selling something, it's a little less invasive. We put our guard down."
Source: http://www.selfserviceworld.com/article/158735/Quick-service-restaurant-kiosks-What-s-taking-so-long?utm_source=features&utm_medium=site&utm_campaign=most_commented

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Kiosks in use today

Kiosk are everywhere in the business world today. Why? **Kiosks** save money by doing the same thing over and over again at low cost. Below are examples of business that are using kiosks.

Food and Retail

Wawa
Sheetz
Subway
Genaurdi's
All self service check out stations at Supermarkets

Other Businesses

Philadelphia Parking Authority
ATM
Airports (self check in)
Car rental (self check in)
Buildings (self guided directory)
Movie theaters (tickets booths)
Major big box retailers (Walmart. Taget, Macy's ...self check out, price lookup stations...)

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Customer side receipt	**kitchen side receipt**	**Shift out report can be emailed**

**Barcode(code39)
can be adjusted to
print order number or price**

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