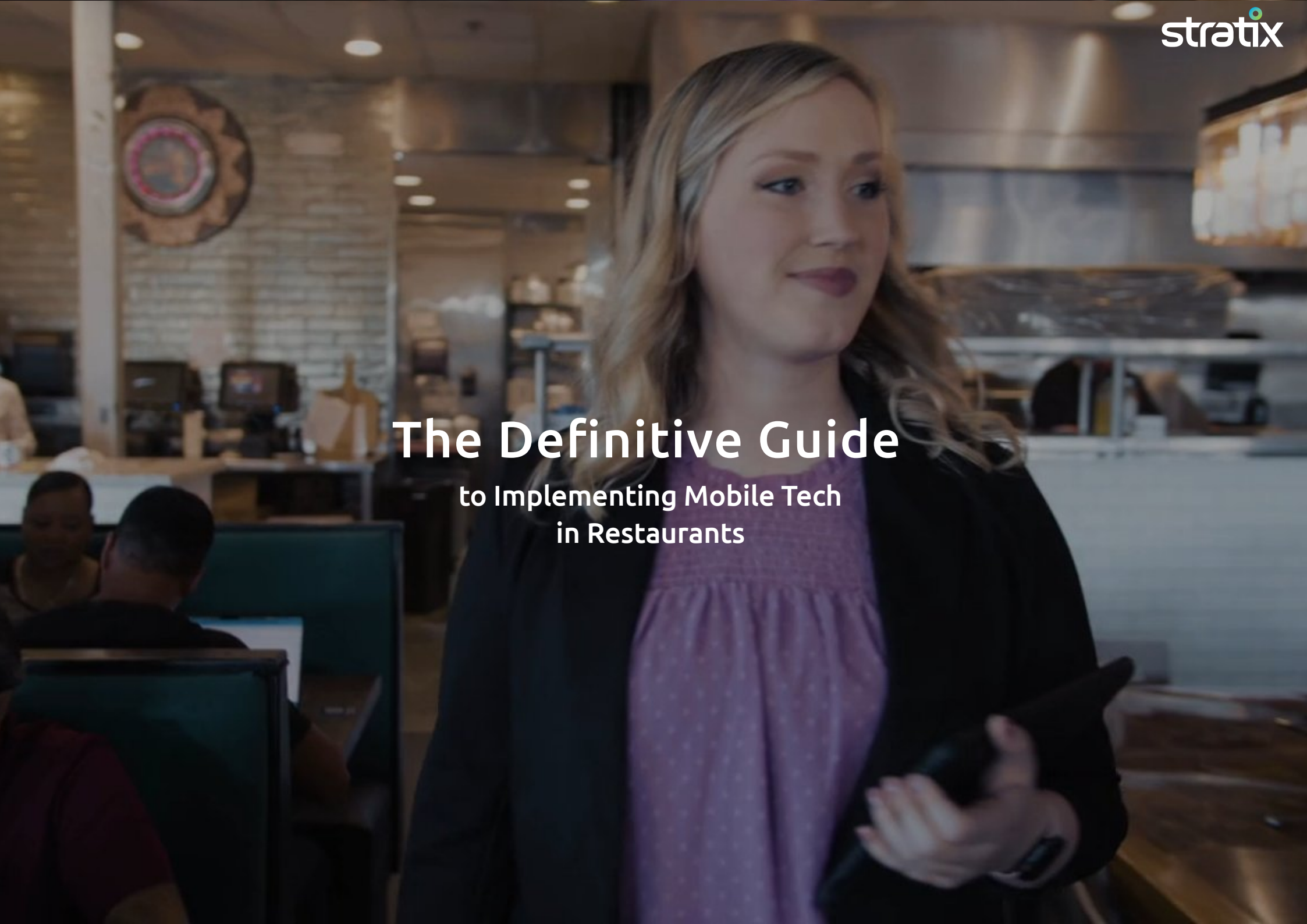


A woman with blonde hair, wearing a purple top and a black blazer, stands in a restaurant kitchen area. She is holding a tablet in her left hand and gesturing with her right hand. In the background, there is a brick wall with a circular logo, a service counter, and other kitchen equipment. The text "The Definitive Guide to Implementing Mobile Tech in Restaurants" is overlaid on the image.

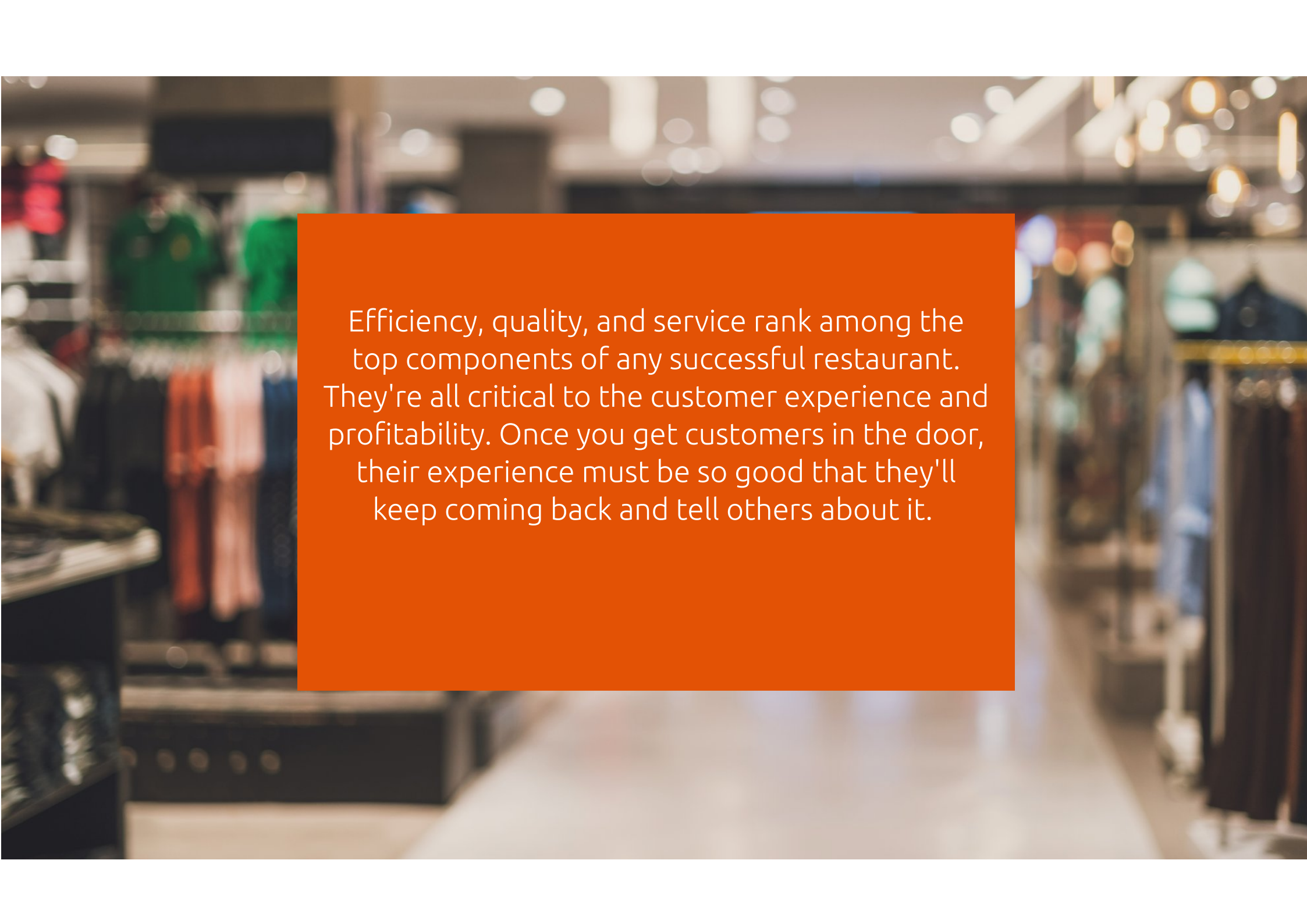
The Definitive Guide

to Implementing Mobile Tech
in Restaurants



Introduction

The Importance
of Mobile Tech



Efficiency, quality, and service rank among the top components of any successful restaurant. They're all critical to the customer experience and profitability. Once you get customers in the door, their experience must be so good that they'll keep coming back and tell others about it.

In today's restaurant operations, mobile technology and artificial intelligence is central to giving customers the experiences they expect.

But digital transformation in restaurant operations has to be done right. Poorly planned and executed mobile technology can disrupt workflows and detract from customer experiences. When mobile solutions ARE deployed properly, restaurants can expect improved productivity and nimbleness. That creates better customer experiences, which raises the overall brand image. Enhanced workflows also contribute to employee recruitment and retention because good technology makes people's lives easier.



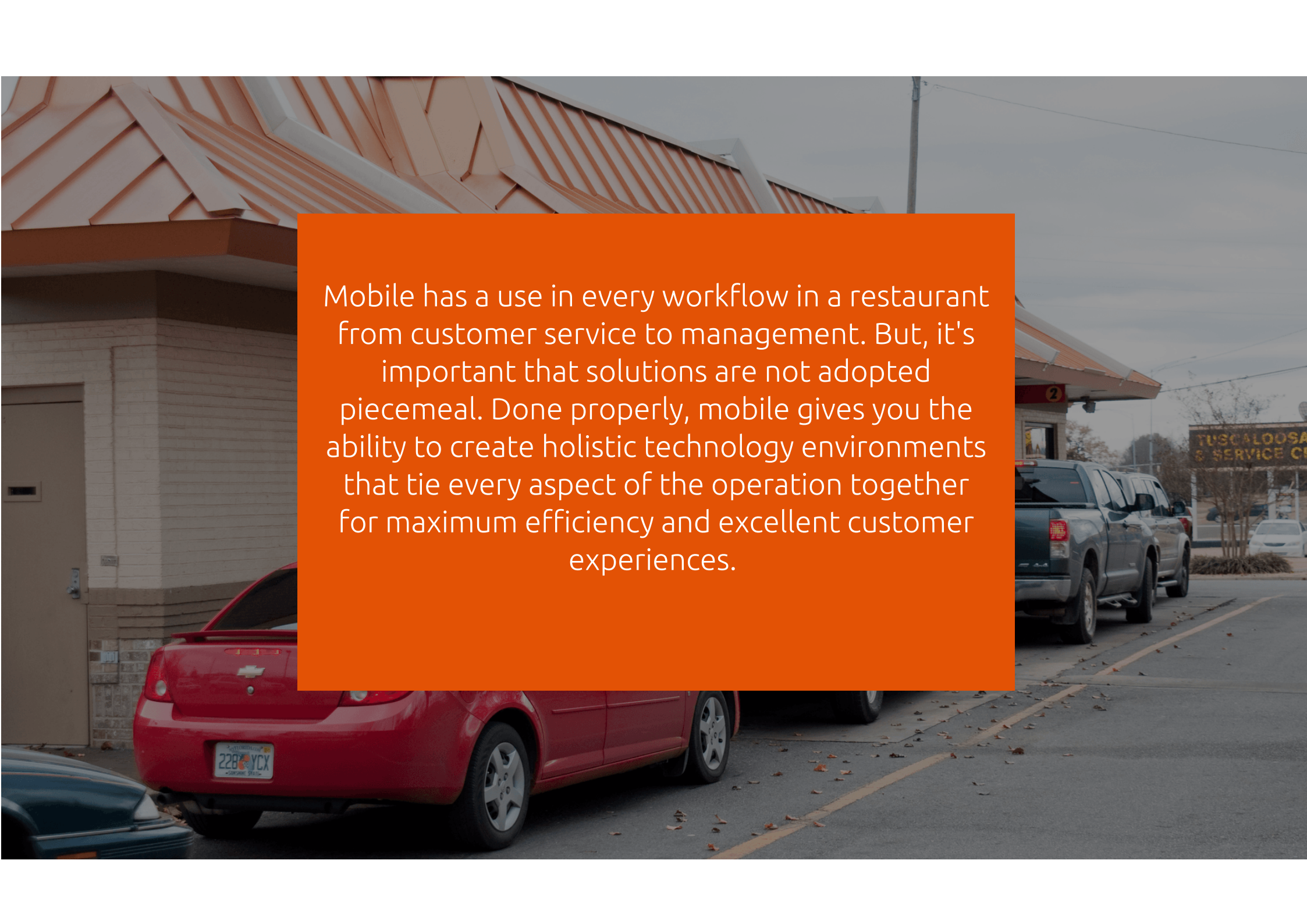
Challenges and Solutions in Implementing Mobile Technology in Franchises

In a recent episode of Stratix's Enterprise Mobility Insights Podcast, Madeleine Zook, host of The Art of Franchise Marketing Podcast, said, "If you are not on board with digital, you are not on board with growth, and it's going to hurt you in the long run."

[Watch Episode](#)

A photograph of a restaurant interior. In the foreground, a man in a red shirt sits at a wooden table with a teal booth. In the background, a woman in a purple top and black blazer stands near a counter, looking at a tablet. The restaurant has a gold-tiled wall, a circular decorative mirror, and a "To go" sign.

Use Cases for Mobile in Restaurants

A photograph of a restaurant building with a red car parked in front, overlaid with an orange text box. The building has a light-colored brick facade and a brown roof. A red Chevrolet car is parked in the foreground, with its license plate reading '228 YCX'. In the background, a dark pickup truck is parked, and a sign for 'TUSCALOOSA & SERVICE CO.' is visible. The sky is overcast.

Mobile has a use in every workflow in a restaurant from customer service to management. But, it's important that solutions are not adopted piecemeal. Done properly, mobile gives you the ability to create holistic technology environments that tie every aspect of the operation together for maximum efficiency and excellent customer experiences.

1

Host/Table Management and Mobile Point of Sale



Digitizing table management and point of sale (POS) is not new in restaurant operations, but when you make it mobile, you free up employees to move and interact with customers wherever they are. That can be taking payments, and if there's a line of people waiting, an employee with an iPad comes to them, which is faster and less frustrating.

Not only can staff see seating charts, but they also know where customers are in their meals. That table status data improves the accuracy of wait time estimates. Waiting customers can also give their phone numbers and get a text message when their table is ready—meaning restaurants don't have to invest or maintain the pagers/buzzers they have in the past.

Automation also alerts the bussing team when guests leave so tables are cleared faster. It all means there are no vacant tables when people are waiting, which improves the customer experience.

2

Tableside



When servers have mobile devices like iPhone or iPad, menus update if inventory changes and order information input is more accurate. Because menus are more dynamic, servers can prompt food and drink pairings and show pictures of dishes, which helps them upsell.

Orders are transmitted instantly back to the kitchen, and collaboration apps on devices handle any back-and-forth communication and questions. That speeds up table turns because food comes out faster, and orders are always correct, ensuring a good customer experience.

Flexible payment options handled through the server's device—whether that's a credit card or mobile app on the customer's phone—can be handled right at the table, which also speeds up table turns and keeps the customer from having to wait to leave.

3

Self-Service



Mobile devices also facilitate self-service options—whether that's a kiosk in a QSR setting or on the table in fast casual. Just as when servers have iPads, orders are more accurate, and customers get suggestions for add-ons.

Menus instantly update with availability, specials, and prices. Orders go right in, and food comes out faster. The same device processes payment at the time of the order at a kiosk or as soon as the customer is ready at the table.

4

BOPIS, Curbside, and Delivery



With mobile devices that show the status of orders and data from customer and delivery driver devices, employees have the whole picture in BOPIS, curbside, and delivery scenarios. They get proximity alerts when a customer or driver is near and can have the order ready to hand off.

Digital checklists ensure that everything that's supposed to be in an order is, and mobile printers can produce receipts and labels that clearly show which order is in a bag, so the right items go to the right people.

It all adds up to higher efficiency and better accuracy for the best possible customer experience.

5

Drive-Thru



Many quick-serve restaurants are leveraging mobile devices and artificial intelligence in their drive-thru operations with excellent results. With mobile devices, employees speak directly to customers in line, which improves order accuracy and does away with the communication challenges caused by traditional drive-thru intercom systems. Customers can pay with a card on a phone app as they place their orders, and their food is ready the second they reach the window.

That increase in speed dramatically affects the number of customers a restaurant can serve and keeps lines short. That's important when an estimated [30 percent of customers will drive off](#) if they think a line is too long. Every second shaved off service time counts towards profits, too. [A recent survey found](#) cutting 5 seconds could lead to about \$8,200 in gains.

6 Food Production



When the whole restaurant runs on digital devices, orders flow straight into the kitchen display system (KDS). It does away with workflows where a server takes down an order on paper and then walks to a fixed computer terminal to enter it—a system that often leads to errors.

Kitchen workers see everything that's in an order and any information they need to ensure that it's produced correctly. They then use a bump bar to move to the next order.

Tying mobile to KDS creates a holistic, unified system for the whole restaurant, which improves efficiency, streamlines workflows, and makes everything simpler.

7

Inventory Management and Food Safety



Through barcode or RFID scanning with mobile devices, restaurant inventory is tracked accurately from the second it arrives on the premises. Managers can see in real time what's in stock and can forecast needs.

Mobile printers improve inventory labeling, and data tracks approaching expiration dates to alert managers, who can use the information in menu planning. Internet of Things (IoT) sensors can even track temperatures.

It all improves strategic planning and food safety.

8

Training



Familiar mobile devices like iPads accelerate employee education. It means new people can be onboarded faster, and their experience is improved. That reduces turnover and makes managers more productive because they're not stuck leading training sessions. New offerings can be rolled out faster, and compliance and safety are better.

Training Restaurant Employees

Paul Bradley, Director of Product Management, PlayerLync, explains the effects the pandemic has had on training & communication in the restaurant industry.

[Listen to Podcast Episode](#)

9

Management



When managers have mobile devices, they have a 360-degree view of the entire operation wherever they are. If they're at the front of house, they can still see what's going on in the back, and vice versa. They get alerts to inefficiencies and can make adjustments. The data helps them spot customer trends, which helps them optimize staff schedules, inventory plans, menus, and more.

Flexing Mobile in Restaurants

Mad Mobile's Chief Growth Officer, Tod Monchecourt, talks about benefits of mobile going beyond impressing customers; there are opportunities leverage increased data to find new efficiencies and opportunities.

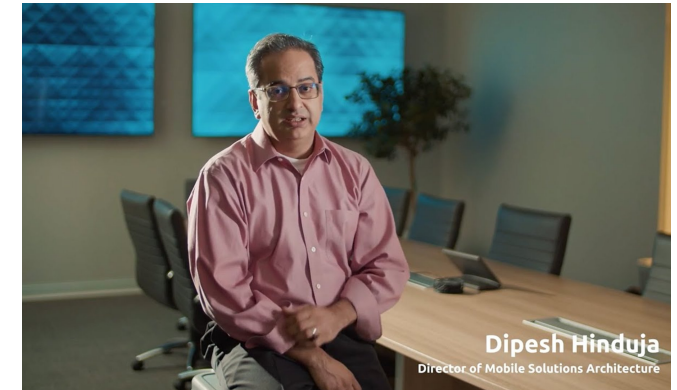
[Listen to Podcast Episode](#)

How to Effectively Implement Mobile in Restaurants



Six Steps for a Good Outcome

To get the maximum return on mobile technology investments, it's critical to get it right. You want to be sure employees are going to accept and use the technology. To realize the expected productivity improvements, your solution must contribute to better customer experiences. Here are the steps required for a good outcome:



Step 1: Understand

Step 2: Plan

Step 3: Design

Step 4: Deploy

Step 5: Manage

Step 6: Support

1 Understand

The first step is knowing exactly where you want to go. Your business needs and desired outcomes should be clearly defined. Define the use cases you want to address. You should have a roadmap of what the future looks like. It's likely you won't implement everything at once, and your roadmap allows you to prioritize use cases to implement, its timing, and how you'll access the ROI of each. You should also look at any software applications and devices you're currently using. Will new systems need to integrate with the old?

Put yourself in the shoes of your end users (both employees and customers) to understand their needs, pain points, and what a great experience looks like. It's a classic mistake to go out and buy a solution that ends up being too hard to use, and you end up with nobody adopting it.



2 Plan

Honestly evaluate if you have the internal resources to design an effective solution. Many IT teams understand support but don't have the expertise to design. You need a resource with knowledge of what's possible and how to get there.

Do a health check of your existing infrastructure. Do you have the necessary connectivity? Can you leverage 5G? What do your internal networks look like? Do you have to integrate legacy technology, or will you rip and replace? What will that transition look like?

Your solutions have to run your workflows AND integrate with outside platforms like applications for online ordering and taking payments. How is that going to work? Which applications do you intend to integrate with?

What is the adoption journey going to look like? Will every team transition overnight, or do use cases need to be staggered? What will be the criteria for go or no go?

What's your endpoint management plan? How are you going to deploy, secure, and update?

You need to plan the financial model as well – who is paying/responsible? Are they going to be financed or leased or owned?

Yes, it's a lot to think about, but all of the above must be done—the better and more comprehensive your plan, the better your outcome.



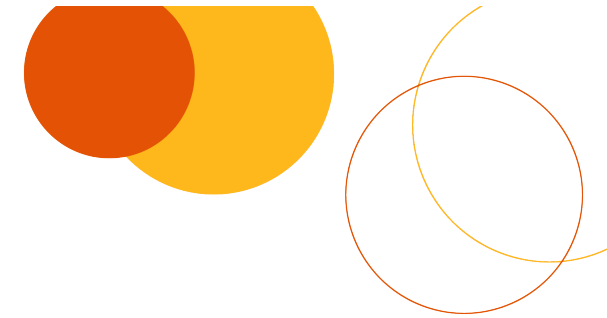
Dipesh Hinduja

Director, Mobile Solutions Architect

3 Design

Create a mobility blueprint that includes everything required for your solution, from procurement to end-user support. It should include items such as:

- **Device choice:** Is equipment powerful enough? What form factors are required? Tablets? Smartphones? Will they deliver good end-user experiences, and can you use them across multiple workflows? Who will be using them and where? Multi-use device strategies save money because you need less equipment, and maintenance is simpler. Consider accessories for charging and rugged cases. Consider the cost and lifecycle of the devices. Cheaper isn't necessarily cheaper if devices break often and need more support.
- **Deployment strategy:** Your mobility blueprint should also include your rollout plan. How will users train? Should there be a pilot project? What do you need to know from that project to ensure everything works as intended before you roll out more broadly?
- **Device lifecycle management:** Plan how you will efficiently obtain devices, get them set up, distributed, always know where they are, and repair or replace them if they fail.
- **Endpoint management plan:** A unified endpoint management solution can secure and maintain every device in your restaurant from PCs to mobile devices and more. You should choose a provider in your planning stage.
- **Technical support plan:** What will you do when a device fails. Will you have a help desk? What will be the process for getting devices repaired?



Dipesh Hinduja

Director, Mobile Solutions Architect

4 Deploy

How are you going to procure devices, kit and configure them, get them where they need to go, and then launch them into your workflows? Do you have the necessary resources? Do you have the space?

How will you get devices to restaurants? Will they need a portal to order through where each restaurant is responsible or is corporate going to handle it all?

Equipment should arrive out-of-the-box ready for end users because that ensures good experiences and high adoption rates. If devices aren't configured properly, that can lead to problems and downtime starting on day one.



Dipesh Hinduja

Director, Mobile Solutions Architect

5 Manage

Launching mobile technology solutions is not fire and forget. Who is going to be responsible for the ongoing maintenance and repair of devices?

Logistics is key to the ongoing success of a program. Devices will break. End users will need support when a device isn't working right. Security, patches, and OS updates require certified experts and you need to plan your logistics management.

Because your devices will be an important part of your AUV, productivity, and cost controls, you will need to ensure that you have easy access to a spare pool of devices and a cost effective way to repair broken devices. If you have to replace a broken device with a new one every time because it's not protected, your ROI will get eroded quickly.



6 Support

A great deal of support can be automated through your endpoint management platform. It can push updates and do other maintenance that keeps devices running smoothly. Still, there are going to be issues, and you need reliable technical support to solve them and minimize downtime. That help should be available 24/7 and feature the channels of support that users need, like voice, text, and email.

When you are adding mobile use cases to a traditional technical support center, you have to carefully consider their expertise, certifications, and how you will upskill agents on the mobile use cases. You should be gathering data on support tickets because that helps you spot common problems that could be proactively managed better and knowledge articles should be updated frequently.



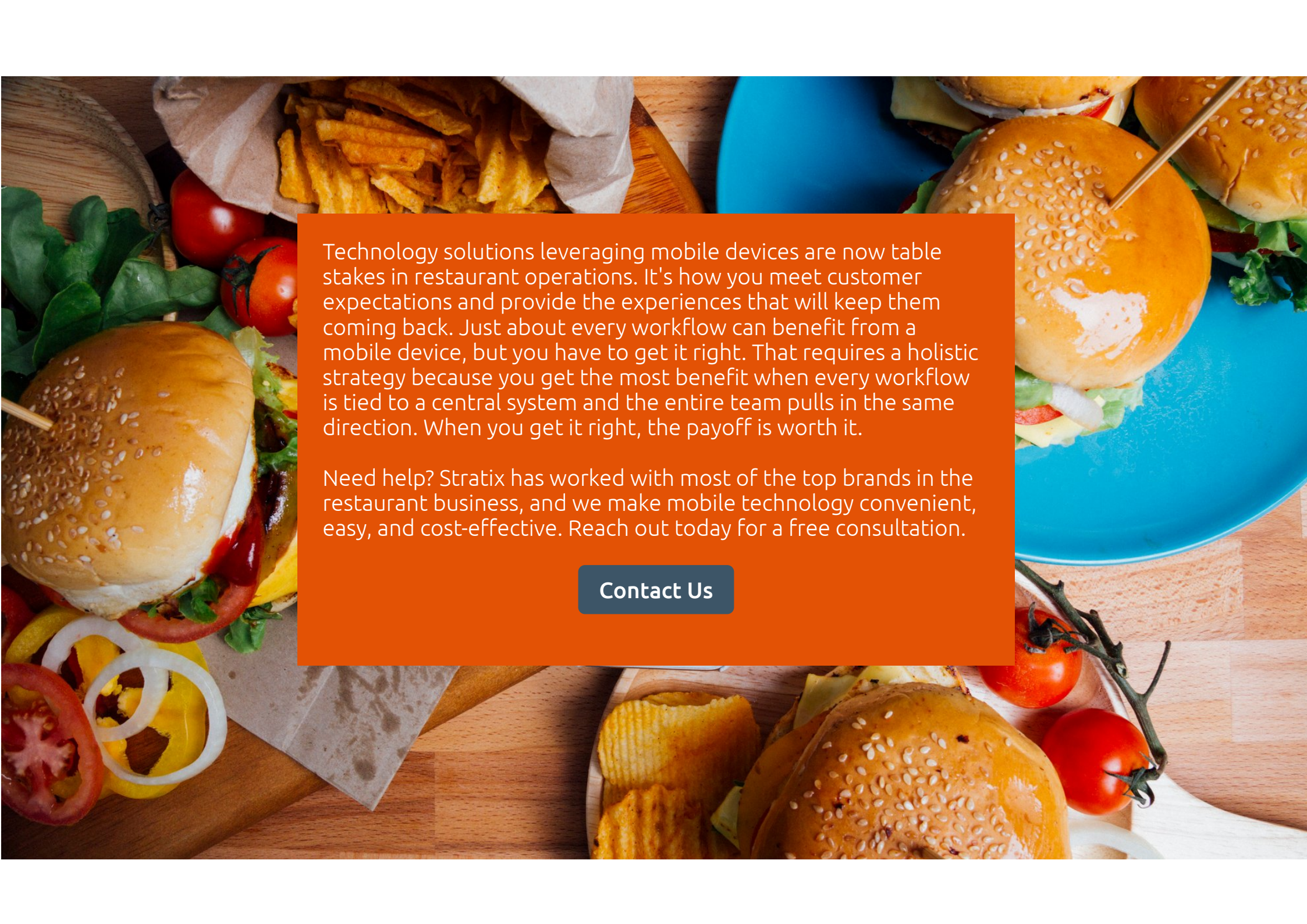
Alex Kalish

Chief Strategy and Solutions Officer



Conclusion

When You Get It
Right, You Win



Technology solutions leveraging mobile devices are now table stakes in restaurant operations. It's how you meet customer expectations and provide the experiences that will keep them coming back. Just about every workflow can benefit from a mobile device, but you have to get it right. That requires a holistic strategy because you get the most benefit when every workflow is tied to a central system and the entire team pulls in the same direction. When you get it right, the payoff is worth it.

Need help? Stratix has worked with most of the top brands in the restaurant business, and we make mobile technology convenient, easy, and cost-effective. Reach out today for a free consultation.

[Contact Us](#)

Contact us for more information by using the form on the right or [schedule a meeting](#) at your convenience to find out how mobile technology can transform your restaurant.

Thank You!