

# QSR Self-Service Kiosks Are The Future of Quick Service Restaurants

The next game-changing technology in the QSR industry is the Quick Serve Restaurant Kiosk. These devices are capable of increasing sales by up to 15% and significantly reducing operating costs by eliminating the need for staffing a cashier at the drive-thru window.

## Drive-thrus Are Where the Money Is



### 70%

of all transactions take place at the drive-thru for major fast food chains

## Self-Service Increases Check Size

There are 2 primary reasons why Self-Service QSR kiosks generate more revenue than traditional human order-takers:

- 1) Kiosks perform better at up-selling as a programmed QSR kiosk automatically offers larger sizes, desserts, and side dishes
- 2) Customers have lowered inhibitions when using self-service versus ordering from another human, and thus they tend to order more food and have less reluctance to indulge in items like dessert.



## A Few Key Stats

- Taco Bell benefited from 20% higher average check size as a result of self-service ordering
- Chili's sells 20% more desserts with tabletop self-service ordering
- Cinemark saw 32 consecutive quarters of increased concessions spending because of self-service concession stands



## Great for Customers & Owners!

- Drive-thru self-service kiosks deliver positive ROI in as little as six months
- Sales from drive-thru QSR kiosks increase by 15% on average
- Staff can be streamlined with the elimination of a dedicated human order-taker
- Olea's QSR Kiosk features a huge 32-inch "High Bright" screen which provides an abundance of on-screen real estate for order customization.
- The Olea QSR Kiosk also supports virtually every payment method including cash, credit, debit, and NFC technologies like Apple Pay and Droid's mobile payment systems.



## It's What Customers Want

Because QSR Drive-thru Kiosks provide a streamlined ordering experience, these self-service kiosks are preferred over traditional human-based drive-thru experiences for a variety of reasons. A few of the top reasons are:



Easy to customize individual items in an order



Large pictures improve order accuracy



Easy split payments

## Eating Fresh, Fast, and Accurately!

A large national sandwich chain relies on self-service drive-thru kiosks to accurately capture complex custom sandwich orders. The use of Olea's QSR Kiosks led to immediate success and positive ROI:

- Order accuracy improved despite complicated customized sandwich orders
- Average drive-thru sales increase 15%
- Investment break-even of six months



## Who Wants Self Service?

If you are chasing the younger demographic, **INVEST IN SELF-SERVICE!**  
This age group not only prefers it, they demand it!

### 71%

of consumers ages 18-34 favor self-service ordering

### 57%

of consumers ages 35-54 favor self-service ordering

### 35%

of consumers ages 55 and up favor self-service ordering

## Contact Olea Kiosks Today!



www.olea.com

Sources:

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