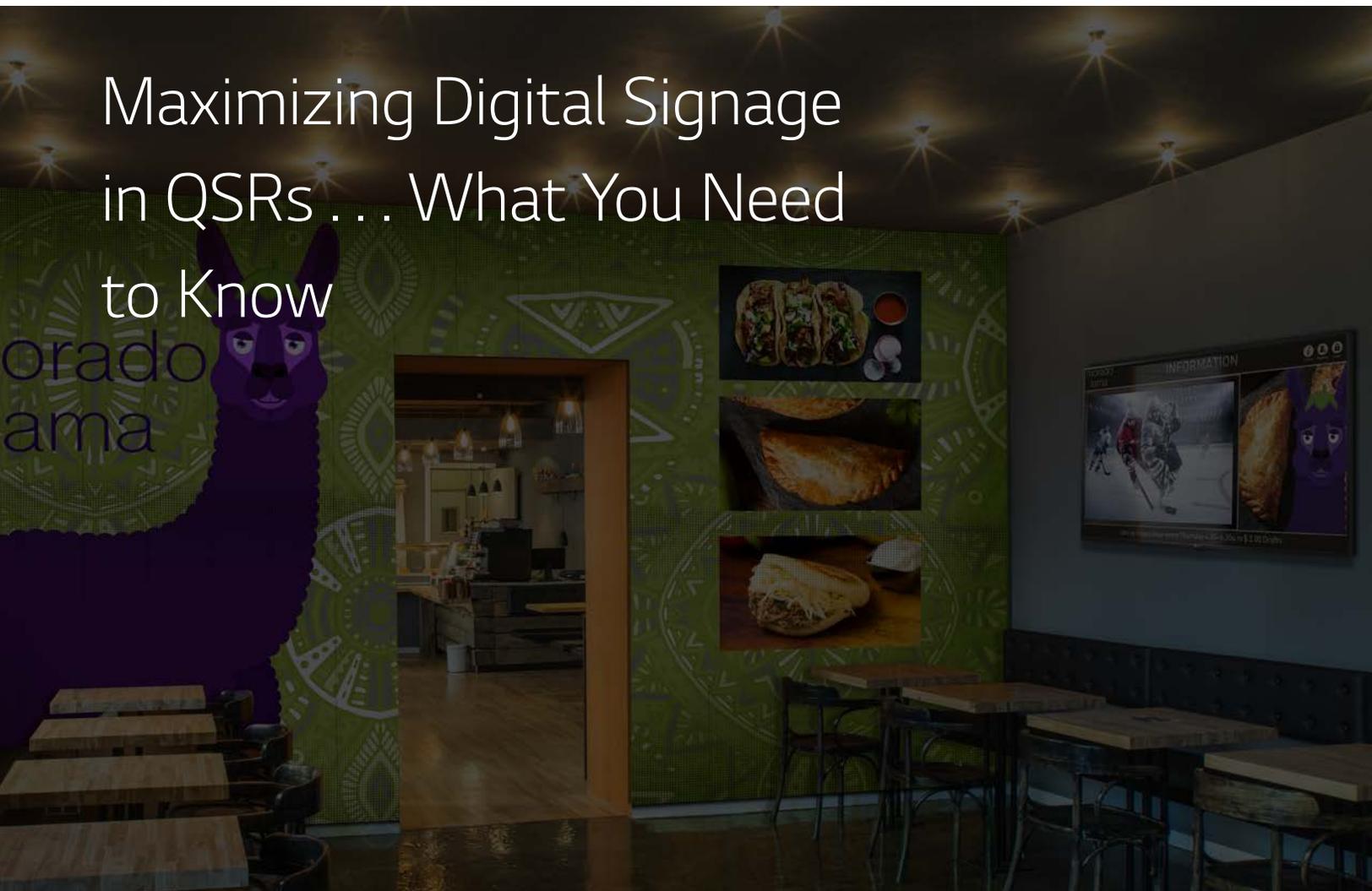


# Maximizing Digital Signage in QSRs ... What You Need to Know



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# INTRODUCTION



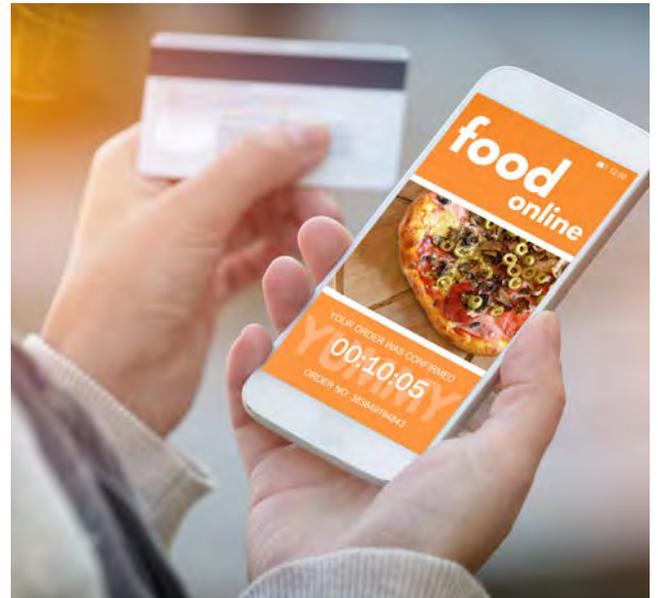
Businesses of all kinds seek to gain the attention of prospective customers. This challenge is magnified in the Quick Service Restaurant (QSR) industry, as the many brands and thousands of locations compete worldwide in a growing, dynamic market. In fact, "Around 17% of U.S. consumers dine out at quick-service restaurants at least once a month and approximately 20% visit them at least once a week.... The global quick service restaurants market is expected to surpass \$141 Billion in revenue by 2019 and the Americas is 44% of that."<sup>(1)</sup> As you can see, the opportunities for growth, and their respective challenges, are real.

This eBook was written to provide a better understanding of how QSRs can employ technology, and in particular digital signage, to deliver stronger brand awareness, higher customer satisfaction levels, greater operational efficiencies and increased returns.

# THE FOCUS IS ON EXPERIENCE

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An article published in the Harvard Business Review noted that, "Economists have typically lumped experiences in with services, but experiences are a distinct economic offering, as different from services as services are from goods. Today we can identify and describe this fourth economic offering because consumers unquestionably desire experiences, and more and more businesses are responding by explicitly designing and promoting them."<sup>(ii)</sup> As QSRs strive to become the top-of-mind choice among hungry consumers, they must do more than provide quality food that tastes great. They must also differentiate themselves by providing their guests with a richer dining experience that engages and delights them, and keeps them coming back.



Commercial TV with Essential Smart Function - UU340C Series

# CRM DATA DRIVES DECISION MAKING

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Knowledge is power. And the more a restaurant knows about its customer base, including customer types, when they visit and their preferences, the better they exceed expectations and deliver a better total customer experience. Technology can play a strategic role in knowledge gathering that ultimately drives tactical executions that produce the desired results.

A recent survey reveals that the market penetration of smartphones among U.S. Adults has more than doubled since 2011 and today is 77%. That penetration is much higher among Millennials (22-37) at 92%, and Gen X (38-53) at 85%. But Baby Boomers (54-72) aren't far behind at 67%.<sup>(iii)</sup> It's safe to say that adults rely on their smartphone to gather information and communicate. This reliance on technology goes beyond personal communication, as consumers now demand that businesses also deliver their messages digitally; from websites and social media pages that invite interaction, to in-store signage that highlights offers and simplifies the buying process.

QSRs can benefit in many ways by integrating their digital signage network with a robust customer relationship

management program. Even the most iconic brands realize the benefits of a holistic CRM program that gives them the opportunity to deliver the right information consumers seek at any point they are engaged, including the ability to interact with their brand wherever they are and whenever they desire.

The consumer data gathered through CRM can also be used to drive specific offers, based on day-parting, traffic patterns and customer profile by hour. This information can then drive the content displayed on the digital menu board in-store, outside on a direct-view LED display, and in drive-thru lanes, where efficiency is key.

QSRs with frequent-buyer programs have the ability to gather a wealth of data that can then be used to deliver personalized offers and predictive ordering, especially effective for customers that use an app or the website to order online and pickup in-store. Delivering a personalized experience by inviting customers in for a discount on their meal or even a free dessert to celebrate their birthday will surely make them feel valued.



# STAYING ON TOP OF TRENDS

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Smart QSR operators understand the importance of tracking customer trends, including food, beverage and dining preferences. They can take full advantage of this knowledge by implementing strategies that are in harmony with these trends. As trends change, more agile QSR restaurants that are able to move quickly will have a decided advantage and gain market share.

The ability of digital signs to deliver compelling content that can be easily updated and distributed to any display chain-wide allows QSRs to take full advantage of the latest trends by delivering menu changes, specials and promotions in an efficient manner. Smaller digital signs at point-of-sale can be fully integrated into the network and deliver key prompts to cashiers to suggest meal add-ons that customers will appreciate while generating additional revenue opportunities. A well-coordinated digital signage program will make your brand stand out by creating an engaging environment that customers will come to expect and appreciate in today's QSR.

# GENERATING STORE TRAFFIC

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Not too long ago there was a small handful of QSR's from which to choose. That has changed dramatically, and a quick drive down Main Street reveals a virtual cornucopia of choices, each vying for the opportunity to get hungry drivers to turn into their driveway. Employing a Direct-View LED sign outside is the perfect differentiator to get your brand noticed while displaying special promotions and offers in a compelling manner. Direct-View LED displays produce stunning images that can be viewed even in the brightest sunlight, insuring that your brand and offers remain crisp and clear and stand out on a crowded street. These commercial-grade displays are designed for use outdoors and can withstand the harsh elements, minimizing maintenance and additional labor costs.

Opportunities to drive traffic also exist before prospective customers get in their cars through social media, apps, and your website. Tying all of your marketing touchpoints together greatly increases your chances of winning the customer today, and in future by creating stronger brand loyalty.

# CREATE AN INVITING EXPERIENCE

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As experiences are now considered a distinct economic offering, it is critical that QSRs understand how the right digital signs in each area can be employed to deliver the best total guest experience. The message you deliver should be tailored for each area, based on an understanding of the customer decision-making process. Street-side signs should grab attention and drive consideration while window messaging can highlight special offers. Inside, well laid-out menu boards make it easy to decide food and beverage choices, while seating area signs can entertain and suggest additional items, like desserts.

Digital signs can promote value meals, LTOs and suggest upsells, like deluxe sides and large drinks. Beautiful images and well-organized content will better engage customers and simplify the ordering process. Time spent waiting in line can be enriched by displaying brand messaging, special events, or other offers such as catering services, to inform this captive audience and lead to additional purchases.

Ultra-Stretch displays are the perfect choice for a menu board. Food and drink options can be organized by daypart, while specials and LTOs can be promoted to drive upsells. Nutritional information can also be displayed to insure compliance with new federal mandates. The ability to quickly update content and change offers

based on the time of day, customer traffic, or inventory needs is made easy, using solutions like LG's webOS, which allows you to manage the entire network of digital displays from a central location or remotely.

Video-wall displays in dining areas can serve to entertain guests who dine-in, inviting them to stay a little longer. Increased dwell times can lead to additional unintended purchases, such as desserts. Families will also appreciate content that appeals to children, giving parents the opportunity to relax and better enjoy their dining experience. Interactive displays can also invite guests to connect with their personal devices to engage in games like trivia. Winners can receive coupons for future purchases. Digital displays in the dining area can also reinforce your brand message and enhance your position as a community member by displaying support for local events - a personalized touch that will create loyalty and lead to return visits.

Effective deployment of digital displays in your restaurant can provide a better total dining experience, from simplifying the ordering process, lowering perceived wait times and creating a more relaxed environment that will lead to happier guests who will spend more and return more often.



# MOVING TO SELF-SERVE KIOSKS

According to a recent study, “18% of fast casual and QSR customers surveyed have used a self-service ordering kiosk, but 60% said they would visit a fast casual or QSR establishment more often if self-service kiosks were offered.”<sup>(iv)</sup> Restaurants employing interactive touch-screen displays as self-serve kiosks are seeing positive results in customer service and reduced wait times. In addition, customers feel more in control of the ordering process and less pressured, so they tend to order more, making the self-serve kiosk a great vehicle for upselling by suggesting add-ons, specific meal offers and LTOs. Operators will also appreciate the reduction in errors as customers can personally review and confirm their order.



# OPTIMIZING THE DRIVE-THRU WINDOW

Creating a great dine-in experience is only one part of the equation. In an industry in which, “as much as 60–70 percent of business rolls through the outdoor lane, the risk of the drive thru leaving a negative impression on the customer experience is abundant. That’s why operators must constantly work to make the drive thru as efficient and successful as possible.”<sup>(v)</sup>

Success here is measured in seconds, and convenience reigns supreme. Digital signs become powerful marketing tools that multi-task at drive-thru lanes, serving as menu boards, suggesting new items and promoting bundle offers to hungry drivers as they decide on what to order.

Attention-grabbing digital signs with IPS panels produce rich colors, amazing contrast and color detail at virtually angle, making your offers more appealing. Wide viewing angles allow customers sitting in their car to easily see and select their food and drink options, reducing wait times while improving operational efficiency and inventory management.

Another key factor in improving the drive-thru is reducing errors. Digital signs that display the order summary allows the customer to review and confirm their choices before they get to the pick-up window.





## SPECIFIC APPLICATIONS FOR SIGNAGE

LG's signage fits into applications ranging from touchscreens to menu boards – with full software and technological support available.

### **Digital Menu Boards**

Reduce wait times and promote mouthwatering menu items with bright, clear, 4k Ultra HD digital menu boards. These striking displays can be remotely managed from a central location.

### **Outdoor Promotion**

Turn any window or glass surface into a customizable digital canvas with Transparent Color LED displays. These versatile displays offer eye-catching digital promotion to attract drive-by traffic and increase brand awareness.

### **Indoor Promotion**

Strategically placed around the interior of the QSR, digital displays, such as Ultra Stretch screens or Ultra Narrow Bezel Video Walls grab the customer's attention with compelling visuals. They are ideal for promoting menu specials while helping to reduce customer wait times.

### **Customer Engagement**

Increase customer experience and reduce wait times with Touch Screen kiosks. These interactive screens can be used to order food, cross promote menu items, use custom store apps and collate customer feedback.

## EMPLOYING LG'S DIGITAL SIGNAGE SOLUTIONS

LG Business Solutions produces a wide variety of digital displays that can be customized for optimum results, indoor or outside. Controlling the network is made easy, thanks to LG's webOS Smart Signage Platform, which gives you powerful multimedia capabilities and the critical management tools to address enterprise-class requirements. Integrated remote management capability allows you to monitor and control your webOS Smart Signage Platform remotely. LG's digital signage solutions help your quick service restaurant increase sales, engage customers and stay updated in the ever-changing world of fast food service.

### HOW TO UTILIZE DIGITAL SIGNAGE IN YOUR RESTAURANT

1. Drive traffic with Direct-View LED outdoor displays command attention
2. Increase upsells and impulse purchases by highlighting promotions in-store or on drive-thru menu boards
3. Ultra-Stretch Digital Signs can be customized to display menu options for each part of the day
4. Video walls keep customers engaged and entertained while they dine, increasing dwell time
5. Self-Serve Digital Kiosks that speed up lines, reduce errors, and display up-sell messages and promotions
6. Digital signs multi-task at drive-thru lanes, to reduce wait times and provide for greater efficiency
7. LG's webOS 4.0 supports webRTC (web real time communication) live video conferencing to keep staff informed and deliver safety and compliance training.

## SUMMARY

The ability to communicate to the customer in the manner in which they prefer is essential. Today's restaurant operators must employ technology that allows them to get their message in front of customers regardless of where they are and when they decide to engage. Effective use of social media is key, as well websites and apps that invite engagement and even provide the ability to order on-line.

To complete the circle, restaurants are using digital signage in their stores to enhance their brand, improve customer loyalty and deliver a unique and pleasing experience for their guests. Digital signs can be powerful assets as restaurants look to grow their business by improving the ordering process, increasing upsell sales and creating a relaxing environment that increases dwell times that can lead to additional, unintended purchases.

To learn more about LG's displays for the education market email us today [info@lgsolutions.com](mailto:info@lgsolutions.com).

[Click Here](#)

To download this eBook's complimentary Lookbook.

<sup>i</sup> [http://www.pewresearch.org/fact-tank/2018/05/02/millennials-stand-out-for-their-technology-use-but-older-generations-also-embrace-digital-life/ft\\_18-04\\_24\\_generationtechuse\\_three/](http://www.pewresearch.org/fact-tank/2018/05/02/millennials-stand-out-for-their-technology-use-but-older-generations-also-embrace-digital-life/ft_18-04_24_generationtechuse_three/)

<sup>ii</sup> Welcome to the Experience Economy B. Joseph Pine II and James H. Gilmore <https://hbr.org/1998/07/welcome-to-the-experience-economy>

<sup>iii</sup> Digital Signage Weekly, September 20, 2017 written by David Keene and Alan Brawn from the article, "Digital Signage for QSR"

<sup>iv</sup> <https://www.kioskmarketplace.com/news/customer-demand-surges-for-self-serve-kiosks-survey-indicates/>

<sup>v</sup> <https://www.qsrmagazine.com/reports/drive-thru-performance-study-2015>

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