



Improving Restaurant Order Accuracy with Interactive Touchscreens

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Order accuracy has a significant impact on a restaurant's bottom line. When an order is incorrect, it creates waste, and in an era of rising food prices, it is a key performance indicator (KPI) worth watching closely. However, inaccurate orders can have an even more significant impact on a restaurant. Order mix-ups are among the top complaints among diners, and 67 percent of consumers say negative experiences are a reason to stop patronizing a business. Additionally, completing an order accurately the first time means less stress for the kitchen, which may be short-handed during the ongoing labor shortage.

Restaurant IT solutions providers have the opportunity to deliver value to their clients with solutions that increase order accuracy, in particular, by providing interactive menu boards, kiosks, and table displays.

Give Customers Control

Legacy restaurant ordering processes involve a customer telling a server or a counter worker what they want – and in an increasingly digital world are beginning to seem antiquated and inefficient. After taking the order, the employee writes it down, inputs it into the restaurant's point of sale (POS) system or attempts to remember it while walking to a terminal in the dining room. This has always led to chances for errors in data entry, illegible handwriting, and faulty memories, leading to missing side dishes, the wrong modifications, or sometimes an incorrect order altogether.

Ordering processes are more efficient when customers place orders themselves since they have the same level of control as placing orders online. With an easy-to-use touchscreen interface, customers can take their time and order exactly what they want. They can browse

the entire menu, customize options and pairings, resulting in a truly satisfying meal. Furthermore, if there is an error entering the order, the customer is less likely to dispute it.

Making Interactive Menu Boards and Table Displays Work for Your Clients

When planning an implementation with interactive menu boards, kiosks, or table displays, it is critical to start with outlining business objectives. The solution should also address your client's goals, whether that is to eliminate the need for counter workers who can be reassigned to other tasks or to increase the speed of service by allowing customers to place their drink orders from the table before a server arrives. Your client may also want to create a new revenue stream, for example, by enabling diners to pay to play games at the table. A restaurant may also want to make it easier for people to sign up for its loyalty program while giving them more control over their ordering and payment experiences.

Additionally, the form factor you choose will depend on the restaurant and the particular dining experiences they want to create – from casual, quick ordering processes to intimate experiences at the table.

IT solutions providers should also keep in mind that the ideal solution for a restaurant may include a mix of interactive menu boards, kiosks, and tabletop systems, to craft the experiences they want to deliver. Furthermore, touchscreen ordering systems don't necessarily have to be located within the restaurant. They can be deployed outside for takeout orders or even in food courts or shopping centers that allow shoppers to choose from multiple restaurants, place their orders, and pay.

Must-Have Features

Your clients will demand easy-to-use and manage software to build their own menus with images to make them visually appealing. Software should include prompts for upselling

or cross-selling to help increase check size and integrate with the restaurant's loyalty program so guests can earn and redeem rewards. The software should also integrate with a payment platform that gives customers options, including the preference to pay with cash. Finally, software should include a convenient way to keep guests informed and let them know when orders are ready if the restaurant doesn't provide table service.

Also, choose hardware that's suited to the use case. Touchscreens should be impact-resistant and easy to clean, with glass from edge to edge. The solution should be sturdy, able to withstand consumer use, and designed to complement the restaurant's brand. The screen should also be easy to see and allow viewing from different angles, particularly if used in bright sunlight.

The Bottom Line

Accurate restaurant ordering and efficient processes are essential to your client's success. Solutions that improve accuracy and efficiency save time, decrease the demand for labor to manage order placement, and increase customer satisfaction – along with ticket size and positive online reviews.

Start the conversation with your clients about their order accuracy rate, its impact on their business, and how you can provide interactive menu boards, kiosks, and table displays that address their challenges and pain points while delivering quick ROI.

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