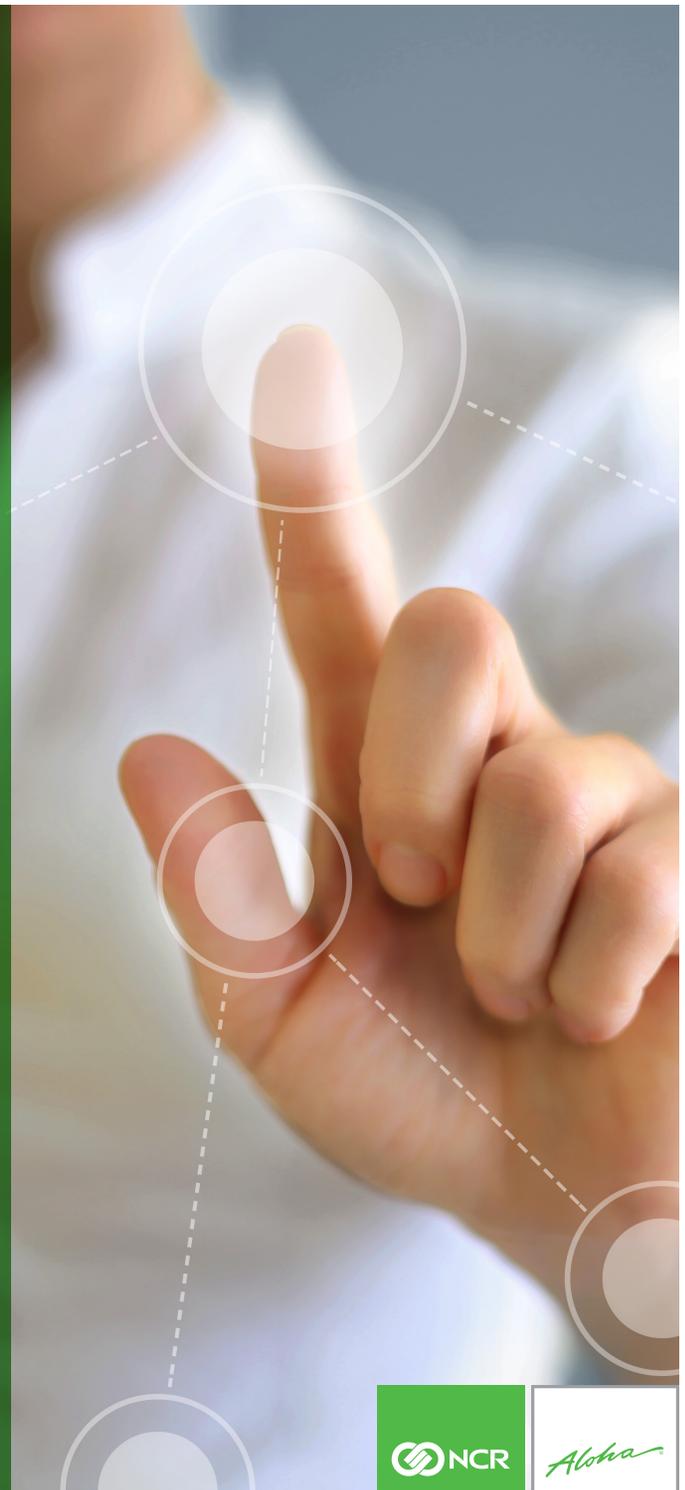


# NCR CONSUMER SELF-ORDERING

TRANSFORM YOUR ON-PREMISE  
CUSTOMER EXPERIENCE THROUGH  
SELF-SERVICE TECHNOLOGIES



## “FAST CASUAL” ISN'T SO FAST ANYMORE

The launch of fast casual restaurants created a consumer craze and, at the same time, long lines of people waiting for freshly-prepared, affordable food. However, in the restaurant business, slow service doesn't win the proverbial race, which leaves restaurateurs rethinking how to keep the lines moving and the tables turning.

## NO SUCH THING AS A LONG LUNCH

Lunch time customers are hungry and hurried. And long lines don't cut the mustard, leading to unhappy customers and lost revenue.

## CUSTOMERS WANT IT THEIR WAY

The more the merrier when it comes to menu items. At the same time, more choices can mean more errors in the ordering process. Adding mayo to the wrong orders may make one customer a little upset and another customer your biggest critic on social media.

## COMPETITION ON EVERY CORNER

Competition continues to increase, forcing owners to innovate and deliver the best customer experience possible. Managers are also under pressure to run an efficient kitchen and move customers through the restaurant as quickly as possible.

# NCR CONSUMER SELF-ORDERING SAVES CUSTOMERS TIME – AND RESTAURANTS MONEY

Lines are the enemy of an on-demand economy. Customers want hassle-free ordering on their own schedules. Self-service kiosks, allow restaurateurs to simultaneously cut costs and increase revenue – all while improving the customer experience.

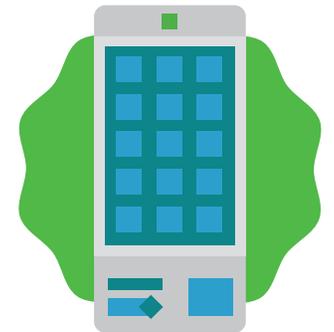


## HAPPY RESTAURANT. HAPPY LIFE

NCR Consumer Self-Ordering drives more customers through your restaurant without added labor. It's a win-win – your customers experience a less stressful meal, and you gain additional capacity during peak periods. That's why it's no surprise self-service kiosks can **increase customer visit frequency by up to 6%**.

## PROFITABLE CONNECTIONS AT THE KIOSK

Customer experience is paramount in setting yourself apart from the competition, but no one said that experience needs to be face-to-face. In fact, **customers spend up to 20% more on orders placed digitally** than they do when ordering from a cashier or server.



## WE PROVIDE A FULL CONNECTED SOLUTION

Give your customers the ability to use gift cards and your loyalty program so they don't miss out on reward points. Our solution also integrates with the most popular 3rd party loyalty solutions on the market.

# CAPITALIZE ON SELF-SERVICE TECHNOLOGY WITHOUT THE STRINGS

Technology should make it easier for you to deliver meaningful consumer interactions. NCR Self-Ordering works with your existing solutions to deliver seamless experiences, online and in-person.



## EVEN IF THE INTERNET GOES DOWN, YOUR KIOSKS WON'T

Some kiosk offerings require restaurants to have an Internet connection. With our solution, hybrid cloud/on-premise architecture places your critical operations on the device, keeping your kiosks running even if your Internet access is interrupted.

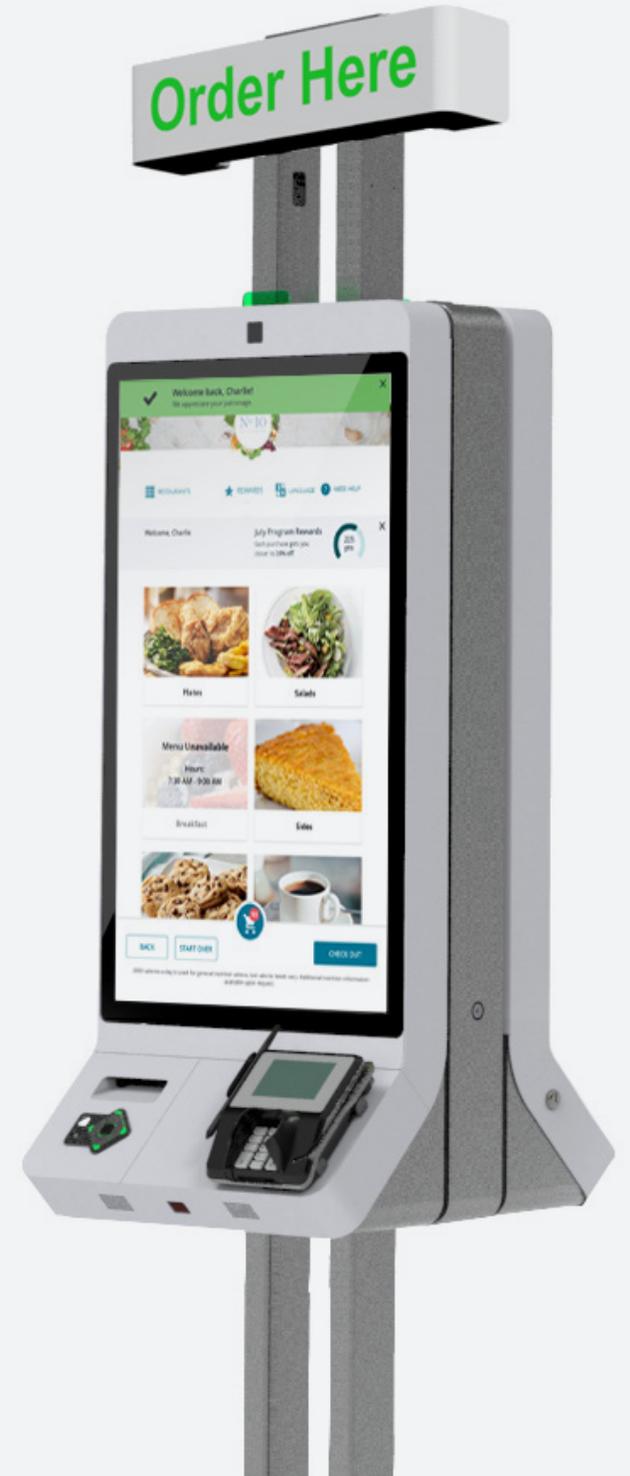
## NO NEED TO CLUTTER UP YOUR COUNTERS

Extra equipment isn't just another malfunction waiting to happen – it adds a dated appearance to your counter. Our kiosks have a sleek design, trading bulky printers and separate payment devices for an all-in-one solution with a modern look.



## THE FAMILY OF SOLUTIONS THAT CAN GROW WITH YOU

NCR Consumer Self-Ordering is an extension of the NCR Aloha Platform, with all of your configuration, pricing and item management centralized in one application, regardless of ordering channel. In the event you need tech support, you'll find it – with the same level of restaurant expertise you've come to expect from NCR.



# FLEXIBILITY TO FIT YOUR SPECIFIC OPERATIONS & AESTHETIC

With NCR, you have access to some of the most robust capabilities in the restaurant industry now extended into Consumer Self-Ordering. As you explore self-service options and transform your front-of-house, NCR specialists can support you with project management, image and menu configuration, site preparation, lab integrations and ongoing hardware maintenance.



## WHY NCR?

### NCR IS A GLOBAL LEADER IN SELF-SERVICE TECHNOLOGIES

For more than 130 years, NCR has innovated new technologies in the places where customers and commerce meet.

We provide self-service kiosks to companies all over the world, across multiple industries. We are the **#1 provider of ATMs** to the banking industry worldwide, and **#1 also in self-checkout systems in grocery**. We are a global provider of **self-ticketing kiosks for airlines** and we supply self-service kiosks for several other purposes in retail and other industries as well. **Consumer Self-Ordering is built on that foundation of experience and expertise**, and helps restaurants become more competitive by creating extraordinary customer experiences and cutting costs all at the same time.

