

9 ways restaurant tech can be your expo for off-premise ordering success

Running a restaurant isn't just a job; it's a lifestyle. You're working demanding hours, managing inventories and staff, defending marketshare against ever hungrier competition. And now off-premise dining has added even more complexities to your operation.

But doing off-premise successfully doesn't have to be overwhelming. Here are nine ways technology can help ease your kitchen—and help make sure your brand promise makes it to off-premise customers.

1



Centralize order and menu management.

Having one source of menu “truth” will help make managing multiple menus and order entry points easier, so when you make a change it's reflected everywhere. If you can easily orchestrate data across all of your stores and ordering platforms, you can more easily manage your off-premise efforts.

2



Forecast order volume.

The last thing you want is to run out of popular items or not have items prepared because a large volume of off-prem orders caught you unawares. Historical sales data that's intelligently presented will help you predict what you'll need for that day, which in turn will help your kitchen staff properly ramp up for an influx of activity.

Secure the transaction.

Safeguarding your customers' personal and payment information is a must. Make sure your networks and payment applications are properly protected to keep hackers at bay and your off-prem customer data safe.

3



Fire (only) when ready.

If your customer places an order on your app for a later pickup, it's got to be fully ready to go by that time. After an off-prem order is placed, the right technology can hold it in a queue and, based on the customer's pick-up time, fire it to the kitchen at the right time to have the food freshly-prepared and ready for the guest's arrival.

4



Synchronize order items across stations.

Making sure every element of the order comes together at the exact right time doesn't have to be a difficult balancing act. The right kitchen technology can route order items to the right stations for perfectly-timed prep. It can even go one step further by not sending certain items until others are underway so everything finishes together.

5



Provide real-time data.

You can't take action if you don't know what you should be taking action on. To handle the volume of off-premise orders, you'll need to monitor your speed-of-service in real-time and make any adjustments in the moment that they're needed.

6



Keep the customer informed.

After placing an order your customers will want to know it's received and notified when it's ready. Kitchen technology can automatically make keeping your customers informed as part of the order build process, with “bumping” the order when it's finished also notifying the customer when it's ready.

7



8



Direct the customer flow.

Direct customers picking up their orders to a designated place that doesn't get in the way of your normal front-of-house operations. Adding digital signage within this area that displays order status helps give both customers and delivery drivers immediate visibility into when an order is ready.

9



Reward customer loyalty.

Give your off-prem customers reasons to keep coming back for more. Loyalty programs that are closely tied to your digital ordering platforms will help you cultivate frequent and fruitful relationships. Whether redeeming points or coupons, customers who are properly incentivized will think of you first the next time they're hungry for a great meal.

Make your tech stack work harder, so you and your staff can work smarter.

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