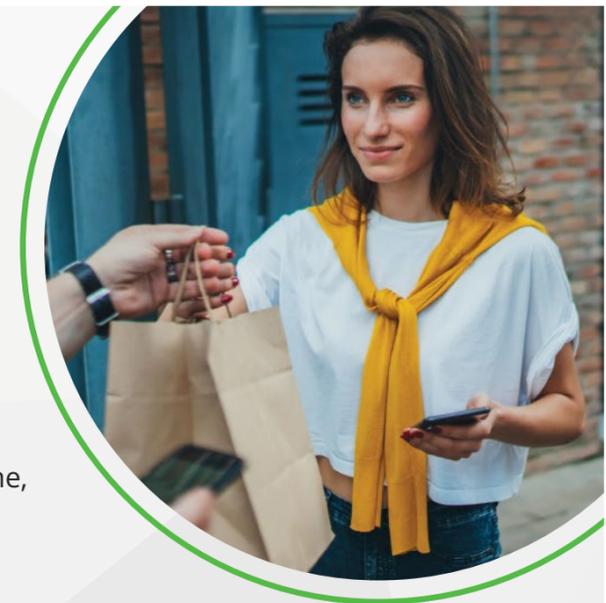


Succeed at every stage of the off-prem spectrum

When you learn to see off-premise success as a spectrum across your restaurant enterprise, you can be more proactive and efficient at every stage.

Off-premise sales have become an industry juggernaut, comprising 38% of sales—a whopping \$199 billion. But doing it consistently, efficiently and profitably involves all areas of your operation. Here's how to start thinking about off-prem as a spectrum and synchronize every stage so you can serve customers anytime, anywhere...and succeed.



Recruit & Retain Loyal Fans

60%
of consumers solely use mobile to make dining decisions

Only 1 in 10
consumers say they received mobile offers from a restaurant in a 3-month period

Link and increase loyalty across channels using data from your other marketing channels and real-time customer feedback loops. Using third-party delivery? Try surveys and dine-in/take-out coupons to tie the experience back to your brand.

Make The Last Mile Amazing

Third-party partners can help you increase reach:

34%
YOY sales increase for Grubhub from 2017-2018

\$10B
\$10B in food delivered by Uber Eats in 36 countries in 2019

But no matter how the order arrives, details matter:

#1
Food quality/accuracy is the #1 consumer complaint for off-premise

#2
Speed is the #2 complaint, followed by packaging

Go beyond just partnering with third-party vendors. Consider all the ways off-prem can boost your brand: Takeout, events, retail pop-ups, food trucks, catering, meal kits and more.

Attract & Entice Customers

9:1
rate at which new restaurants outpaced population growth from 2016 – 2018

35%
of casual & fine dining and 43% of coffee & snack restaurants are expanding off-premise resources

Stand out by rewarding loyal customers with targeted offers, integrating social media promotions into your marketing platform, offering discounted delivery with third-party partners and more.

Make Orders & Payments Seamless

Consumers have unprecedented choice in purchase and pay methods:

3/5
U.S. consumers order takeout or delivery once a week

61M
estimated mobile payment users in 2019, 4X the number 5 years ago

Disjointed, inconsistent ordering channels can hurt your customer experience—and your employees' too.

Automate order & menu management to cut out cross-channel chaos. Offer easy ways to repeat orders to reduce friction and make sure customers know their personal data & payment info are protected no matter how they order.

Optimize Kitchen Production

The kitchen impacts every aspect of your operation, so it's important to invest in tech that can keep you coordinated no matter the order volume.

32%
of operators feel they are lagging in their use of technology

68%
of operators say off-premise orders have impacted operations

Use technology as your star player in the kitchen: tools for real-time data, actionable data analysis for management and intuitive instructions for kitchen staff help drive speed, accuracy, and cohesion from order to delivery.



Unlock the full potential of off-premise for your restaurant.

NCR can help. Go to [ncr.com/restaurants](https://www.ncr.com/restaurants) or call 404-476-8440 to get started.

Sources: Restaurant Business Online (Dec 2018), Food News Feed (Apr 2019), Upserve (May 2019), Nation's Restaurant News (Dec 2018), AP News (Feb 2019), QSR Magazine (Feb 2018), Modern Restaurant Management (July 2019), Statista (Dec 2018), National Restaurant Association (2018)