



# Quick Service Restaurant Digitalization

## Ensure a faster, more convenient customer experience

The digital revolution is encouraging restaurants to add digital touch points, but often the result brings complicated operations and the same, lackluster content. Samsung SDS' quick service restaurant digitalization solution increases operational excellence by integrating reliable and dynamic content and device management.



### Mobile-first customer approach

Mobile strategies such as push notifications, contactless payment systems, online delivery, and in-app promotions and reward programs will provide a reason to continue engaging with customers even outside a restaurant space and create more positive and engaging experiences.



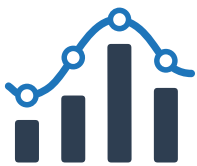
### Streamline and digitalize your drive-thru experience

Greet your customers with intelligent customer signage that changes content with each passing vehicle. Automatic license plate recognition technology can identify a repeat customer's preferences based on past orders.



### Data-driven in-restaurant experience

Utilize video analytics to measure foot traffic, sense dwell time, and capture what menu board content is grabbing customers' attention. Enhance your customer experience with data such as purchase history, satisfaction, and other insights to make proactive business decisions.



### Integrate technology and device management for managers

Restaurant managers can monitor the status of devices including alerts if receipt paper rolls are running low or if there are any network outages. Manage the effectiveness of content with data that is collected through multiple touch points, enabling the development of future marketing.

## Use Cases

### 1. Intelligent Customer Greeting Signage

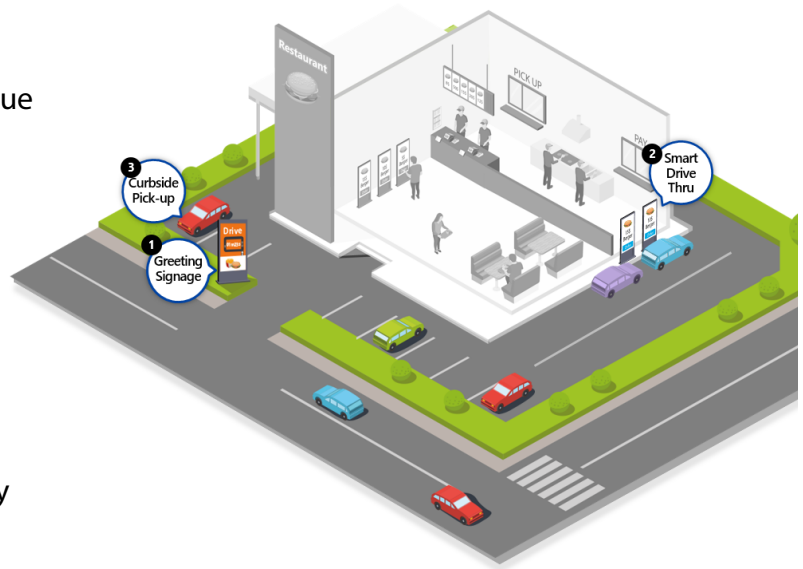
Encourage passengers to come in and show queue information in-store as well as in drive-thru

### 2. Smart Drive-Thru Ordering

Customers place orders by interacting with conversational digital signage and menu recommendations

### 3. Drive-In/Curbside Pickup with Mobile App

Customers that have pre-ordered via mobile may be served timely by pickup service crew



### 4. Digital Menu Board Content Optimization

Leverage in-store data to assess and increase the effectiveness of content displayed on digital menu

### 5. Intelligent Counter Tablet

Customers receive efficient ordering experience by receiving menu recommendations

### 6. Intelligent Self-Ordering Kiosk

Customers place orders through kiosks which have easy-to-use recommendation-based interface

### 7. Smart Ordering with Mobile App

Customers receive table services by placing their orders via mobile application

## ABOUT SAMSUNG SDS AMERICA, INC.

Samsung SDS America (SDSA) is the U.S. subsidiary of Samsung SDS, a \$8B global software solutions and IT services company. SDSA helps companies optimize their productivity, make smarter business decisions, and improve their competitive positions in a hyper-connected economy using our enterprise software solutions for mobility, security and advanced analytics.

## CONTACT US

To learn more about Samsung SDS America QSR Digitalization, please visit [www.samsungsd.com/us/en](http://www.samsungsd.com/us/en) or email us at [bd.sdsa@samsung.com](mailto:bd.sdsa@samsung.com).