



# BEYOND POINT OF SALE

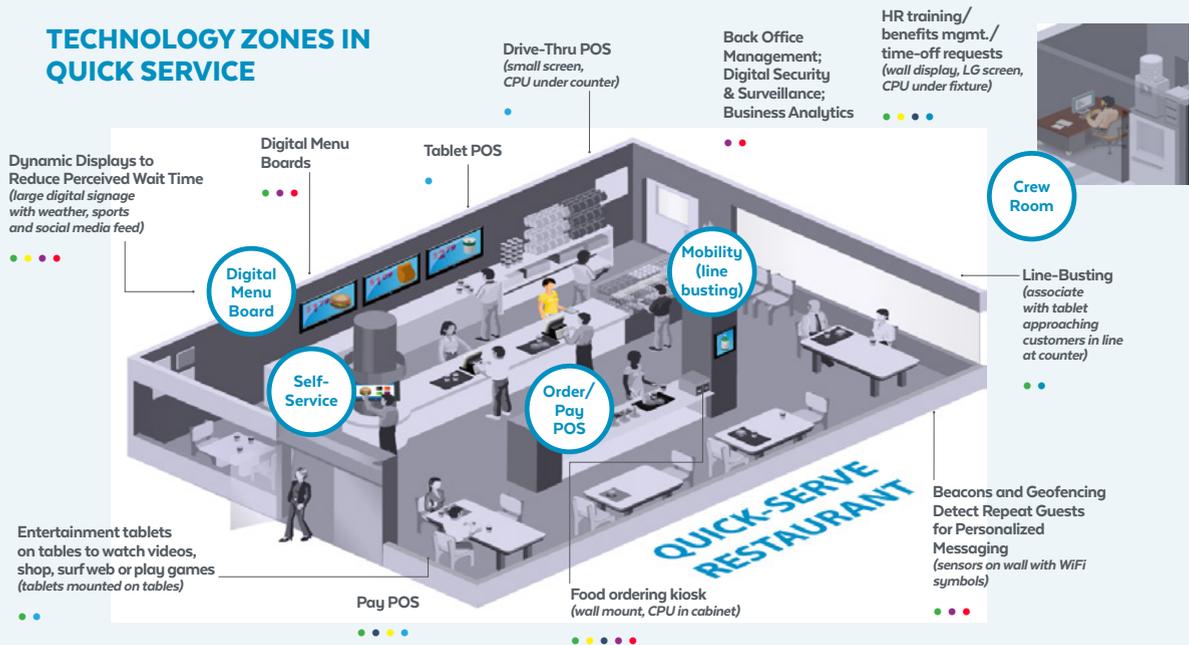
## 5 WAYS TO REVOLUTIONIZE CUSTOMER SERVICE

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Customers' perceptions of brands and dining experiences are increasingly and inexorably tied to technology. Nearly 70% of consumers want technology to improve experiences with fast food and fast casual restaurants, according to Bouncepad's 2017 U.S. Consumer Market Research. Meanwhile, the study also reveals that 56% of consumers would describe hotels that offer technology as convenient, 53% as modern and 50% as innovative.

### TECHNOLOGY ZONES IN QUICK SERVICE



### SOLUTIONS KEY

HP modular POS solutions deliver highly reliable, flexible and ultra-powerful computing to drive standout guest experiences across hospitality operations.



- HP's 14" all-in-one computing engine with interactive touch can be mounted on, or embedded in, any environment to drive exciting, new customer experiences



- HP's flexible all-in-one terminal delivers powerful performance and a beautiful, clean-counter design, ideal for POS and consumer facing use cases



- HP's 15-18" all-in-one systems combine high-powered computing, interactive touch and full peripheral connectivity, ideal for POS and kiosks



- HP's compact modular CPU delivers high performance in an incredibly compact, concealable format



- HP's full size modular CPU brings high performance, extensive expansion and connectivity for the most demanding of use cases



- HP's 12" mobile tablet and convertible docking seamlessly move from fixed clean counter POS to mobile empowering associates to engage the consumer anywhere

Operators, for their part, are seeking new ways to leverage technology to serve guests that increasingly expect and demand digital touchpoints, sometimes opting for technical interaction over a human one. Being able to provide a customized experience for every guest requires hospitality operators to be able to offer guests both of those options. QSRs and fast casuals are particularly attuned, as players in these segments have been experimenting with ways for customers to place orders, pay and interact with loyalty programs. The segment put 33% of IT budgets into building and scaling new systems in 2017, more than any other segment, according to Hospitality Technology's 2017 Restaurant Technology Study.

Hotels, meanwhile, seek ways to streamline the check-in process by providing technological alternatives to standing in line at the front desk. This will increase in importance, as 50% of potential guests are influenced to book a stay at a hotel based on the presence of check-in kiosks in the lobby, according to HT's 2017 Customer Engagement Technology Study.

These new human-light, tech-heavy expectations have hospitality operators turning to nimble and streamlined POS. Well-designed systems enable innovative service models, helping hospitality operators deliver an engaging customer experience, increase loyalty, and make operations more efficient with a single device platform.

Convenience is a key driver behind consumers' interest in technology that enables the dining and hotel experience. This requires a modular, flexible design that can adapt to many uses while looking approachable, attractive and intuitive.

Today's POS designs must:

## 1. USE A MODULAR, FLEXIBLE DESIGN

Bringing the service to the customer means fitting technology into all the different places the customer may want to engage. Some needs are best served on a big, wall-mounted screen, such as wayfinding or a digital menu, while ordering or booking is best offered on a tablet or kiosk. Assisted activities that require sharing a screen call for a hardware set-up other than the classic counter-based transaction.

Accommodating all these needs can also introduce technical complexity, if the solutions all come from different vendors. To avoid integration hassles, some operators are adopting POS platforms that accommodate a broad variety of needs, while remaining interchangeable and easy to deploy and support.

Characteristics of modular POS technology include:

- **Mounting Flexibility.** This means components can be cleanly positioned or mounted anywhere inside the hospitality environment, such as in a kiosk, attached to the wall, placed on a counter, positioned inside an enclosure, and more.

Flexible designs separate components so the system can be set up in different ways depending on the application. For example, separating the display unit from the connectivity hub means the latter can be mounted under the counter or behind a wall for a cleaner look. Some systems offer a variety of mounts, such as swivel or non-swivel, and with or without a printer built into the stand.

- **Mix and Match Capabilities.** When devices share a common platform, operators can mix in different devices to meet the need, such as installing a higher-powered computing device to support applications like interactive video walls with high CPU demands. Other common alternate components include large format displays and mounts for combination fixed/mobile devices.

- **Support for a Wide Range of Uses.** A next-gen POS design features components for myriad functions, from streamlining operations to removing anxiety for guests. This includes:

- **Entertainment tablets on tables** to watch videos, shop, web surf or play games as well as order/pay at the table
- **Small wall-mounted terminal** for hotel check-in, restaurant reservations
- **Kiosks** for self-ordering; several leading QSRs moved from pilots to rollout of self-service ordering in the past year
- **Backroom wall-mounted interactive display** for HR training, benefits management and time-off requests
- **Large wall-mounted display** for wayfinding
- **Fixed/mobile mounts** for management tools
- **Large wall-mounted wait time displays.** Attractive, dynamic displays that cycle through multiple types of content, including menus, news, weather, sports, branded social media dashboards or live promotions, can help reduce perceived wait time by up to 35%, according to Marketing Dive.

## 2. SERVE MULTIPLE USE CASES

Creative operators are optimizing the efficiencies of well-designed systems by selecting configurations that allow for more than one use. For example, a counter- or wall-mounted POS terminal can help handle rush demand, but then switch over to be used as a part-time kiosk or display unit during slower dayparts.

This brings efficiencies in several ways:

- **Staffing:** Multi-function devices free up staff so they can assist customers in a variety of ways, rather than just waiting at the POS unit to be asked for assistance. One associate can "float" among self-help kiosks offering support, for example.

- **Investment and Support:** Multi-use devices reduce equipment investment costs by lowering the number of devices the organization must acquire. There are not only fewer devices to support, but support is simplified, because they are all on the same platform.

- **Revenue:** Multiple studies have demonstrated that customers at self-ordering kiosks end up placing larger orders, so average check sizes increase. According to The Washington Post, some hospitality operators see customers spending 15% to 20% more when using a kiosk.

Here are some ways POS components can serve multiple uses in restaurants and hotels:

- **Transactions:** The POS screen can swivel to face the guest for browsing, kiosk functions.

- **Queue busting:** Associate picks up tablet POS to collect orders from customers online.

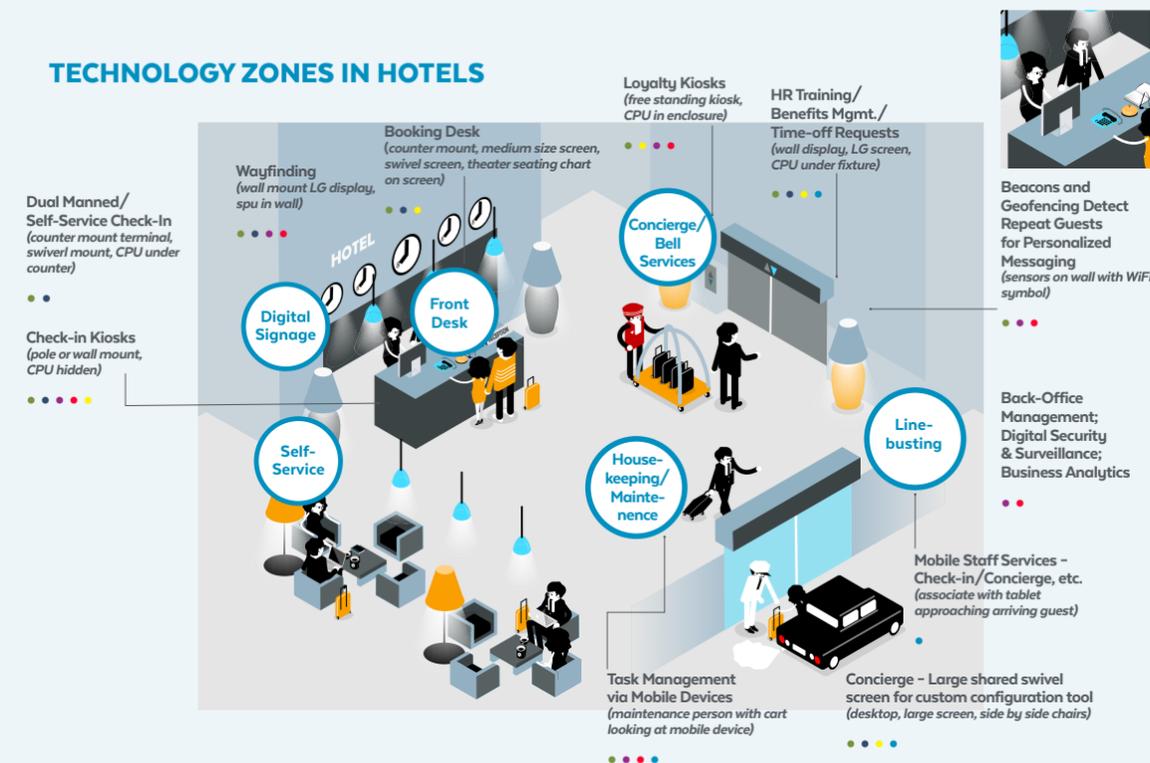
- **Check-in device:** An associate's tablet can swivel around to enable self check-in/out.

- **Concierge:** A table-mounted display can face the concierge to help guests, then swivel when the concierge is off duty, so guests can browse, book, check flights.

- **Loyalty terminal:** An interactive wall-mount display can deliver promotional content, then be used by an individual guest to check accounts, make reservations.

- **Reporting:** A POS screen can double as a management device. For example, TD Garden (www.tdgarden.com) in Boston uses mobile HP POS terminals for temporary concessions, but managers also use the units for accessing reporting.

## TECHNOLOGY ZONES IN HOTELS





## Don't Forget Data

Analytics can be powerful tools to drive new ways of interacting. Guest analytics, for example, can help identify traffic patterns and therefore new opportunities to deploy enabling technology, such as positioning a checkout kiosk at a rear door. Business analytics can help identify real-time trends with actionable outputs, such as discovering a surge in remote POS events that suggests creating a food truck.

### 3. FACILITATE NEW WAYS OF INTERACTING

Traditional POS setups offer limited “scripts” for how a guest interacts with a hospitality organization: The guest approaches a fixed counter where an associate interacts with POS terminal, or a server approaches a table, then moves to a fixed POS station to enter a transaction.

Modern, flexible POS designs free hospitality organizations to bring transactions and information to the guest. This is driving new service models, such as self-service ordering, collaborative shared screen interactions, interactive displays and pay-at-the-table. Operators can choose from varied screen sizes, mounts, fixed or swivel stands, touch or non-touch displays and accessories, so they can offer the guest choices in how to engage. This also enables POS technology to blend seamlessly into the environment.

According to the National Restaurant Association’s 2016 Restaurant Industry Forecast, 63% of consumers are willing to use tableside payment when available, 61% will use a touch-screen ordering kiosk and 57% would use a tableside ordering station.

Here are some of the creative ways hospitality organizations are taking advantage of these new options:

- **Shared, large swivel screens** at theaters and concierge desks, so patrons can choose seats,
- **Swivel-mount POS terminals** so guests can sign documents, such as a liability waiver for recreation,
- **Mobile devices**, to take service such as poolside ordering to the guest,
- **Tabletop devices** so guests can peruse menus, call server, play games,
- **Kiosks** so guests can create their own sandwiches or book their own spa appointments, and Interactive displays to aid in wayfinding, offer promotions or personal itineraries.

### 4. OFFER APPROACHABILITY AND INTUITIVE USE

Putting the right device in the right place is a key step in leveraging technology to support new service models. But the hardware also has to be approachable. A modular design allows some components to be hidden, so the guest-facing technology looks very similar to a consumer device. A familiar form factor and user interface makes for a better, faster experience, for both guests and staff. It’s easier to train employees on a device that they feel comfortable using.

### 5. STREAMLINE MANAGEMENT AND SUPPORT

Previously, adding more devices meant more integrations to write and maintain, multiple operating systems to manage and increased burden on frontline support to develop expertise of multiple vendors’ devices.

By leveraging one platform, IT staff can meet a wide range of service needs while streamlining acquisition and support processes. Buying from a single vendor lowers purchasing and initial configuration costs. Then, because they all operate on the same platform, all devices share the same vendor, the same OS and pre-existing integration. That reduces the complexity, and therefore the cost of support. Multi-use devices further lower acquisition and support costs, by replacing one device with two, and eliminating the purchase of technology that is used only part of the time. **HT**

