



# Turning Heads

## Digitizing QSR Drive-thru: Where Convenience Meets Technology



Today, quick service restaurants (QSRs) have an unprecedented opportunity to maximize the advantages of drive-thrus. The potential benefits are substantial for restaurant operators as well as their patrons.

The return on investment for digital promotion, menu and order confirmation boards is based on several benefits they provide. The right digital signage can increase revenues as well as margins while reducing operating costs. It can also offer greater flexibility for promotions and help unclutter visually busy menu boards, which can accelerate order-taking and improve order accuracy.



## The Ideal Solution for QSR

With LG commercial display panels, QSR operators now have unprecedented flexibility to update their menu offerings quickly and painlessly. Operators can create unique graphics that merge images, text, video and animation in any layout at the push of a few buttons.

The reliable brightness and vibrant color of LG IPS panels adds excitement to food and beverage choices

year after year, and the cost savings of menu changes can be realized over a long period of operation.

Digital place-based media is now the standard wherever people shop, eat, gather, travel, study and work. The price and performance equation for digital media elements has evolved quite favorably in recent years, now offering extremely high dependability and value. In fact, the opportunity cost of not using digital media often exceeds the costs of using it.

# How to Get Started

QSR operators looking to bring the advantages of LG digital signage to their businesses should take these simple steps:



## Determine a Project Lead in the Organization.

Designate someone who can gather information, perform a cost/benefit analysis and outline approaches that will allow their organization to move forward with an assessment, and beyond. This individual/team—representing marketing, technology, operations, business development or strategic planning—could draw on published materials such as articles, whitepapers, guides, case studies and supplier information, and may be assisted by an outside consultant who could minimize the staff time needed.



## Define How Digital Can Benefit Drive-thru Business and Customer Experience.

Planning for interior digital promotion and menu boards can offer insights into exterior benefits. Up-selling, cross-selling, maximizing margins, speed of order-taking and encouragement of a future visit apply to both interior and exterior promotion and menu boards, and both require that costs be incurred and logistics managed with each change or update. Define all the areas of profit improvement and cost reduction with a dollar value related to each. Improvement to the customer experience can then be quantified by estimating increased revisit frequency and order value. Experiencing the digital drive-thru of other brands can also provide valuable perspective as operators seek to define its best use in their organization.



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## Engage Suppliers

Providers of flat panels, software, enclosures, installation, content and other individual elements often collaborate to complete a job, and are uniquely qualified to clarify the benefits and determine costs. Chances are, there are many possible transition solutions, so consult with these seasoned digital media drive-thru professionals before deciding. Suppliers can typically point to digital media in use by other businesses and suggest locations to visit.



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## Apply Digital Media

Determine the menu layout that will most likely suit their business and implement it in one or more drive-thru locations, but also consider having alternate options at the ready for trial. Once digital media is in active use, refine the approaches to menu item presentation to maximize business and customer experience benefits. Analysis of sales data will inform how to optimize menu, promotional and order confirmation content. Comparing sales data to previous periods or against comparable locations will offer actionable insights for the use of digital media moving forward.

