

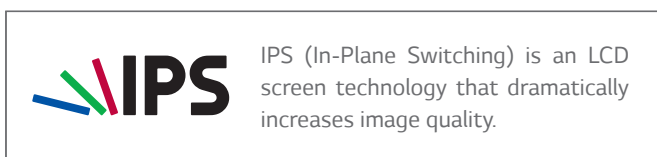
Maximizing ROI with Digital Signage for QSR

INTRODUCTION

In quick-service and fast casual restaurants, digital displays have important jobs to do. Whether they're displaying mouthwatering images to entice people to enter the store, speeding up the ordering process because the menu is clear and easy to read, quickly switching menus during the day, or interacting with loyal customers and offering special perks, the displays need to do their jobs well and continue to do them well for the foreseeable future, with no breakdown. This paper will detail an array of strategies for choosing and deploying digital displays for QSRs of any size.

Select Purpose-built Signage for QSR

Sell the sizzle with IPS screen technology



One of digital signage's greatest advantages for QSRs is the ability to display bright, clear and vivid photos or video of food and attention-grabbing graphics. Choose displays with In-Plane Switching (IPS) technology to present menu offerings that will whet customer appetites. Unlike traditional displays with Vertical Alignment (VA) technology, IPS technology provides superior image quality with outstanding color accuracy and detail, so the images will look delicious and branding elements will be properly represented, both today and tomorrow (VA panels tend to age more quickly, and can become dark and grayed-out over time). IPS-equipped panels also adjust automatically for optimum brightness in the store's ambient lighting, and deliver an exceptionally wide viewing angle so customers can easily see and read the menu before they order, helping to speed the ordering process.

Choose displays with corrosion protection

In QSR environments grease and particulates can become airborne and build up on electronic components. An effective solution is to ensure your display provider uses conformal coating to protect the internal PCB boards from corrosion. When applied, the breathable coating "conforms" to the circuit assembly, blocking water vapor and solid debris. Conformal coating is critical for harsh environments as it not only prolongs the life of the display but also saves added installation costs by eliminating the need for protective enclosures.

Simplify installation/maintenance with thin, lightweight displays.

The best displays for QSR applications are lightweight (44 lbs. or less) to comply with OSHA requirements for a single handler, and slim (3.2 inches or less) so as to facilitate installation and routine maintenance. Today's advanced displays for QSR are sleek, attractive and visually stunning, complementing any environment and improving the customer experience.

Have a content backup plan with automatic failover

In the quick-service environment there is no time for downtime, and the last thing customers need to see on a display is a "no connection" message or a black screen. Look for displays with automatic failover technology. With it, in the event the external media player or PC fails, the display will switch the signal to enable content from subsequent input sources, the internal memory or external memory to be displayed. Failover can be prioritized in any order the administrator wants. What's more, with automatic failover employees in the store do not have to interrupt their jobs to tend to the display. Even if the administrator does not have backup memory in place, the display can still default to an image or logo.

Keep a finger on the display pulse with screen fault detection

If the QSR is running a number of displays and a fault occurs with one of them, the administrator needs to know ASAP. Choose displays with screen fault detection, where a pixel sensor on top of the screen will trigger an email alert message to IT/admin/management to have someone check the screen or send diagnostic commands to it.



Use Your Content Strategically

Use federal healthcare legislation to your advantage

Requirements introduced as part of federal healthcare legislation have proven advantageous for today's QSRs using digital signage. The requirements stipulate that any QSR franchise operated by a company that has 20 or more locations must clearly and conspicuously display calorie counts of food items on their menus and drive-through signs, plus a succinct statement about suggested daily caloric intake. QSRs with digital signage do not see this as a burden but rather as an opportunity to address the regulatory requirements while taking advantage of the displays' impressive visibility, menu flexibility, daypart scheduling, increased customer engagement and upselling/cross-selling opportunities.

Create and distribute customized messaging

In OSR, the display content typically resides on an external media player. However, in smaller chains, the QSR has the option to create and manage content to a mini board or monitor remotely from a

laptop or PC, using a software solution such as LG's SuperSign™ W-Lite. This is a free solution that gives QSRs with up to 50 monitors spread across different branch locations the ability to have video or live TV, menu options and advertisements playing simultaneously. SuperSign W-Lite includes 74 pre-made templates, and the businesses can also create their own. This free solution can also save money by eliminating the need for a CMS provider.

Switch menus quickly

Digital signage enables daypart scheduling—showing different menus based on the time of day, day of the week and more. In fact, digital signage is considered a must for stores serving breakfast, since a quick menu change needs to take place at the start of lunch. Menus, pricing and promotions can be switched, updated and confirmed easily and also remotely from any Internet connection.

Run local promotions

Sometimes a QSR will want to offer a new product for trial without doing a chain-wide introduction. Digital signage makes it very simple to add the item to menus in specific branches, expand it to other locations, or remove it completely. Industry software such as LG's SuperSign W-Lite offers this function as part of the scheduling feature, so the administrator can create playlists for content, and schedule those playlists to specific screens and locations.

Personalize, up-sell and cross-sell with Beacons

With Beacon and Bluetooth Low Energy (BLE) support on smaller, strategically placed digital displays, QSRs can provide personalized communication in real time to customers in the store that have the store's app on their smartphones. This is why innovative manufacturers such as LG have built Beacon and BLE support into their QSR and retail displays.



Compact 10-inch and 22-inch touch screen displays with Beacon technology can be strategically placed in point-of-sale and self-service areas. When the display's local Beacon technology detects a customer's Bluetooth-enabled smartphone with the store's app open, it will interact with that particular smartphone, sending it personalized content such as a welcome greeting, instant discount coupon, cross-sell/up-sell messaging (i.e., "For just 50¢ more you can add fries"), calls to action and more, right on the spot. Beacons can also create the ability to interrupt digital signage content running on a display and show customized messaging to a nearby customer. QSRs deploying Beacon technology are perceived as knowing their customers best, and the resulting increased loyalty and word-of-mouth recommendations can bring a wealth of new sales.

What's on TV in the QSR?

With today's advanced digital displays, quick-service and fast casual restaurants have the ability to play live TV and infotainment and literally wrap their messaging around the show. Eat-in customers are a captive audience, and digital signage can be used to reduce perceived wait times and make a dining area more welcoming and entertaining. Local content such as news, weather and sports is always an attractive pastime, and a strategic option would be to create branded and unique content for the business's own private television network.



CONCLUSION

Digital signage is quickly becoming a standard fixture in quick-service and fast casual restaurants, and even small mom-and-pop businesses can enjoy the many benefits that today's advanced, slim and stunning displays bring. Since the ambiance and visual appeal of QSR interiors can hold nearly as much influence over customer purchasing behavior as the speed of service and food quality, the effective deployment of innovative QSR digital signage can offer significant return on investment. Be sure to partner with a display manufacturer that designs digital signage with the needs of QSRs in mind, and improving the customer experience as the goal.

ABOUT LG COMMERCIAL DISPLAYS

As patrons come in to enjoy great food and drink, LG can satisfy their visual appetites. Our digital signage for QSR can add a new level of refinement and distinction to any establishment while improving ROI. We have the expertise to develop a display network that replaces traditional menus and static signage to give you content management control and flexibility. Full HD content such as dynamic menu boards, advertising, branding videos and interactive graphic interfaces will instantly become the center of attention to achieve the direct impact you want.

To contact your LG sales representative, call **1.800.897.8788** or e-mail info@LGsolutions.com