



LG

**Business
Solutions**

QSR & Fast Casual Story Set

November 1, 2016





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INTRODUCTION

How Commercial Displays Enhance the Customer Experience in the QSR & Fast Casual Market

Restaurateurs are looking to cut costs, adhere to government calorie mandates, and attract new customers in a highly competitive market. Since their consumers are tech-savvy and loose interest quickly, it is necessary to deliver quick easy-to-read menu boards, eye-catching promotions, and fast check out times.

Most customers have already researched offerings, contests, coupons and more on social media knowing what to expect before setting foot inside. For this reason, it is crucial for restaurants to integrate the online and offline shopping channels to provide a seamless purchasing experience.

LG's innovative commercial digital signage solutions are easy for operators to deploy, operate and maintain.

Restaurateurs Can Rely On LG's Commercial Displays To Vastly Improve:

- How fast menu items, promotions and calorie information can be delivered to the customer
- Efficiency in operating all commercial displays from one central location increasing TCO (Total Cost of Ownership)
- Customer engagement and reduce perceived wait times
- The customer experience by giving control into customers' hands with small format signage displays and kiosks
- Brand loyalty through interactive customer experiences

INSIDE QSR & FAST CASUAL MARKETS

QSR Industry Embraces Technology as the Market Grows

QSR and Fast Casual restaurants sell food that can be prepared and served quickly with minimal table service. These establishments represent one of the largest segments of the food retail industry, and the global QSR market is expected to reach US\$617.6 billion by 2019¹.

There are over 200,000² quick service restaurants in the US alone, and the competition is ever-growing. In this highly competitive industry, the profitability depends on efficient operations and effective marketing. They are constantly looking for ways to stand out from the crowd to attract more customers.

The Millennial Generation

The Millennial generation, born from 1980 to 2000, is growing up and is already substantially affecting the QSR and Fast Casual industry. There are nearly 92 million Millennials in the United States alone, a generation even bigger than the Baby Boomers³. Millennials affinity to technology distinguishes them from the older generations. It affects their decision-making, information-sharing, and spending habits by having product information, customer reviews, and price comparisons at their fingertips. They are always looking for the best value at the lowest price. This means restaurateurs need to have their eateries ready with proper digital solutions as to not lose this savvy demographic.

Government Regulations Place Greater Burden on Restaurateurs

This new government mandate requires restaurants to post accurate calorie counts and other dietary information on menus and menu boards for restaurants with of 20 or more locations.

Conventional printed signage is cumbersome and expensive with long production times. Digital signage makes this a cost effective and efficient way to update all menu boards fast and from a single location without any downtime.



The Role of Technology in QSR

Because the QSR and Fast Casual markets are extremely competitive, restaurateurs must find a way to increase brand awareness and build customer loyalty.

One of the biggest benefits of digital signage for customers is the reduction in perceived wait times. By displaying entertaining content, customers are given something to do while they wait in line or at the table. Self-service options such as table top small format displays and kiosks reduce waiting time and improve order accuracy, increasing customer satisfaction.

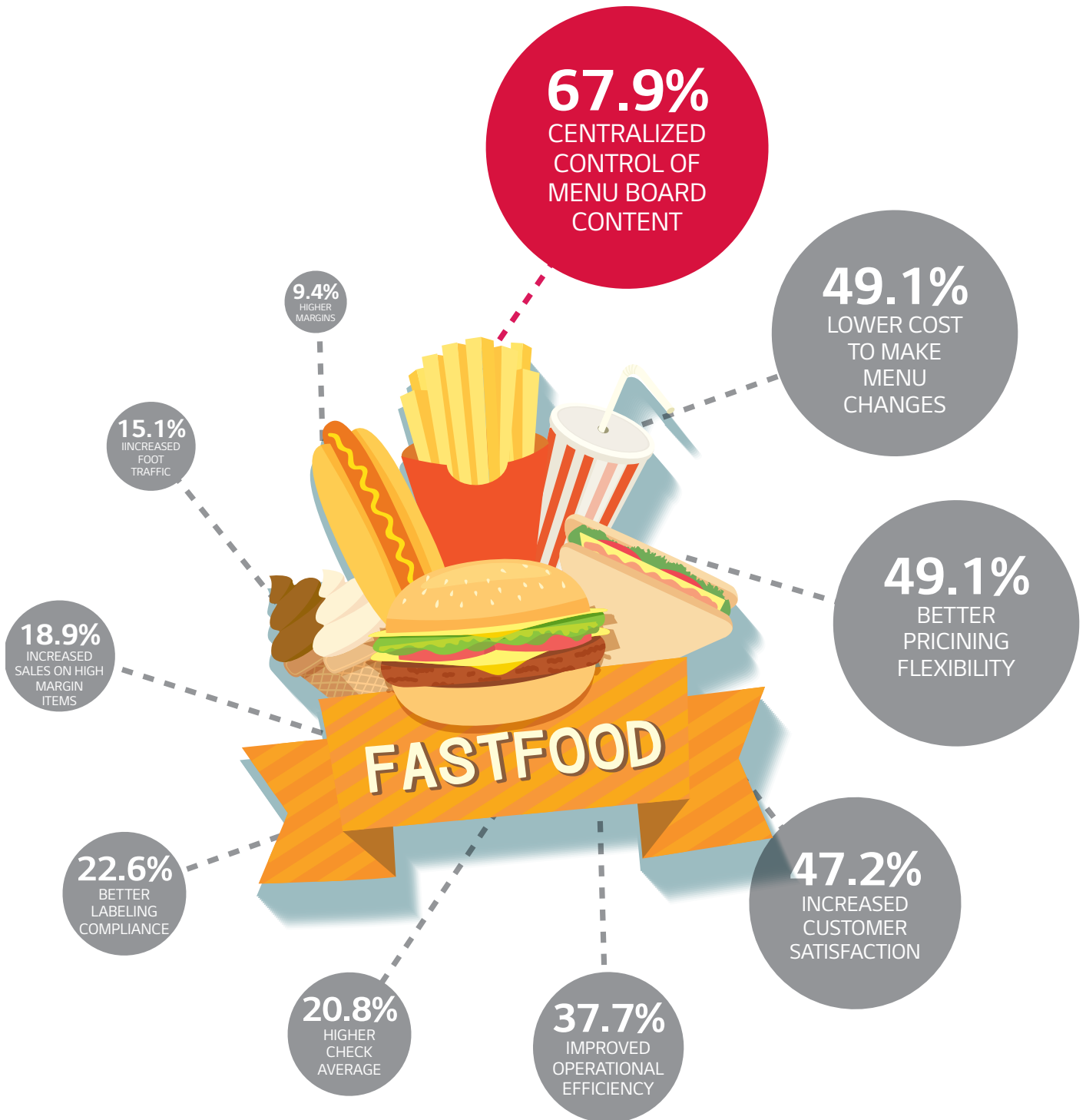
Top 15 Restaurant Trends for 2015 and beyond⁴

- Local sourcing
- Social responsibility and accountability
- Customized dining options for health
- Online and mobile ordering
- Mobile apps
- Digital signs
- Kiosks and tablets
- Technology for impromptu social gatherings
- Scalping reservations
- Instant gratification

BENEFITS OF DIGITAL SIGNAGE FOR QSR

Source: digitalsignagetoday.com

Percentage increase to having digital signage in QSR and Fast Casual restaurants.



QSR AND FAST CASUAL PAIN POINTS

1

Improve the
Customer
Experience

How can restaurateurs enhance the customer experience from the street to inside the establishment?

2

Brand
Consistency

How can restaurateurs easily maintain up-to-date marketing efforts?

3

Provide
Assistance
for Staff
Productivity

How can establishments enhance the working environment of staff and make them more productive and engaged at work?

4

Customers
Contribute
to R&D

How can restaurateurs allow their customers to contribute to the establishment's research and development?

5

Improve
Operational
Efficiency

How can restaurateurs reduce the cost related to managing information, content and dealing with complexity?

HOW LG'S DIGITAL SIGNAGE DISPLAYS SOLVE QSR & FAST CASUAL NEEDS

Personas Expect The Best Experience

LG's Commercial Display Solutions can answer the needs of the business owner and it's customers alike. Each is looking for specific touchpoints to be fulfilled throughout their visit or in the workplace.

Customers

Customers choose quick service restaurants when they want their food fast as time and convenience are important concerns.

Before a customer enters the door they will research and compare information on all competition in the area. They look for coupons and promotions to help make their decision. Outside the establishment, customers can take advantage of the drive thru or kiosk messaging that confirms what they have seen and find out even more. Inside the restaurant they demand a clear view of the menu, promotions, store events and discounts. While in line or at the table they want information on wait times, promotional offers as well as to be entertained.

QSR and Fast Casual Business Owners

Business owners are looking for an all-in-one signage solution. Energy-efficient and sturdy outdoor displays that work 24/7, are easy to see in bright light and at night, while withstanding all types of inclement weather.



Automatic, hassle-free menu updates and new promotion announcements need to be fast, accurate, and updated from a central location. Displays near kitchens must have protective coatings to withstand harsh cooking environments and be read from all viewing angles.

Business owners want accurate touch screens combined with POS (Point-Of-Sale) to expedite food orders for self-ordering. They also want a display that can show menu specials while also running local live TV for entertainment.

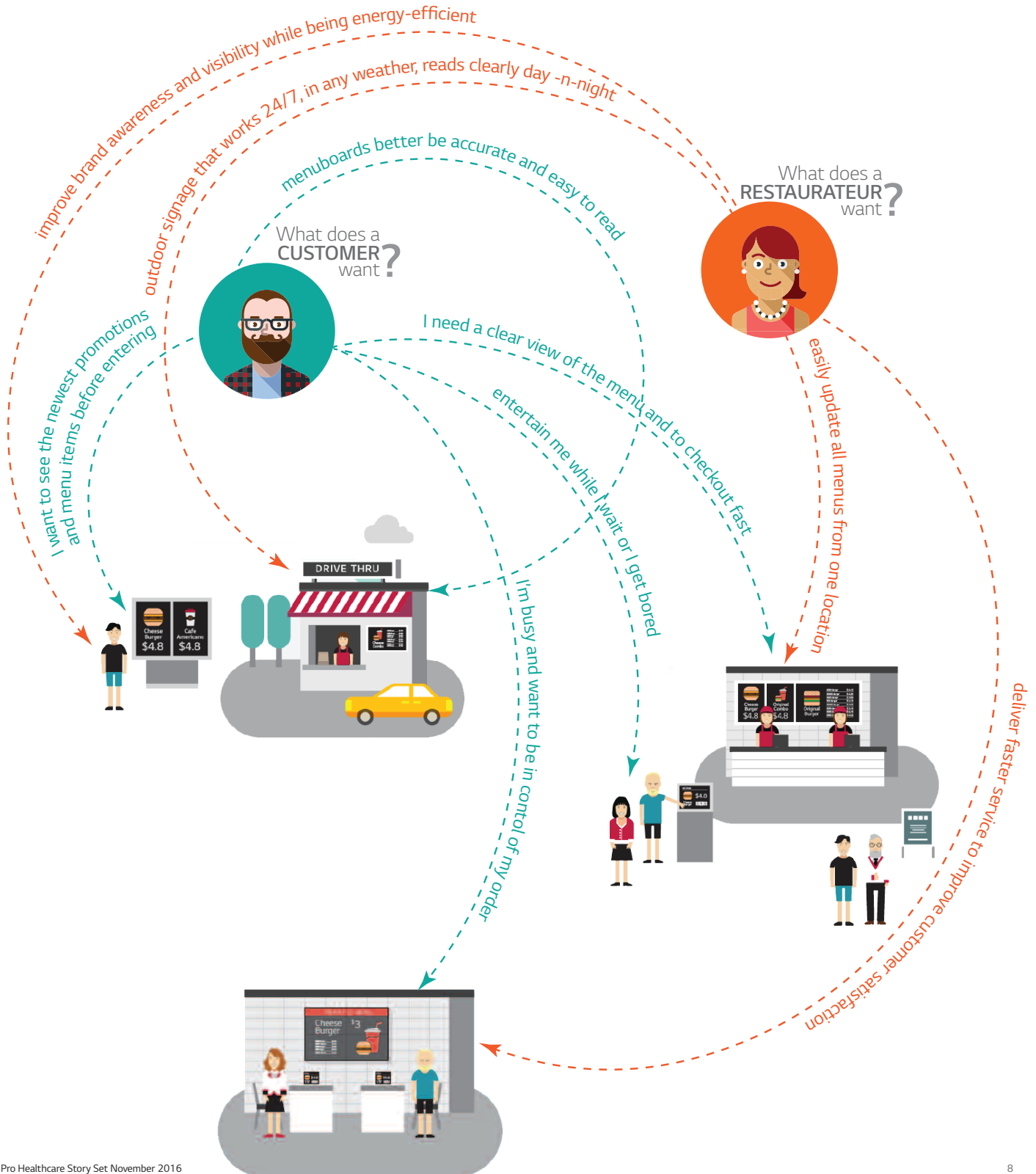
Our Commitment To Substantiality

LG Electronics believes in a shared responsibility to protect our planet for future generations. Our commitment to substantiality ensures that we strive for minimal environmental impact while staying faithful to the values of our customers, business partners, employees and communities.

HOW DIGITAL SIGNAGE SOLUTIONS AUGMENT QSRs and FAST CASUAL DINING

Expectations Demonstrated by Personas

Customers want a smooth ordering experience, to have fun in a comfortable environment, and menu boards that are easy to understand. Business owners want to decrease wait times for customers, increase efficiencies in operation, create easy upselling through effective marketing and advertising to increase customer loyalty.



GLOBAL SERVICE NETWORK

PARTNERING

Business Partners Outstanding Service & Support

LGE has a strong global network. We have manufacturing and production plants, sales offices, and research and development facilities in 128 countries, fully supporting our business in over 200 countries. We strive to change the life and business of our consumers around the world with innovative technologies and products.

To view all of our Healthcare Products please [CLICK HERE.](#)

LG offers its business partners outstanding service and support.

In LG Electronics, we thrive to provide the highest quality products and services. LG Electronics will continue the positive and productive relationship with system integrator providers and consumers for mutual benefit.

B2B Service Network In 49 Countries

Product training and certification

Multinational Warranty Service

Local sales engineering support

Pre-Sales Engineering Support

Training & pilot technical support

B2B Warranty Packages

Extended warranty, quick swap etc.



2015

Number of employees : 83,000 Revenue : 56.5 trillion (USD 50.0 billion)



PARTNERING

LG Provides The Tools You Require To Foster Mutual B2B Growth

LG has redefined the landscape of commercial display technology thanks to our industry-changing innovations. The key to our success is in you, our partners. We constantly strive to give you the opportunities and tools to grow your business along with ours. This is why we've created the LG PRO partner program. LG PRO provides incentives and benefits to system integrators, ProAV providers and value-added resellers for selling LG products. The more you sell, the more benefits and rewards you receive. What's more, as we continue to grow, so will our program—adding more incentives and benefits for our top-performing partners. Let LG become your trustworthy business partner.

- Consolidated Purchase Recognition (Direct or Through Channel)
- Deal Registration
- Government/Education/Medical Discounts
- Spiff Programs
- Meet-Comp Assistance (Special Pricing)

- Demo Purchase Program
- Sample Product Program
- Service Authorization
- 48 Hour Quick Swap Program
- Field Sales Engineer Support
- Marketing Collateral
- Partner Identifications
- Pre/Post Sales Support
- Marketing Development Funds

- Sales Enablement Tools
- Field and Inside Account Management
- Volume Incentive Rebates
- LG Points Program
- Onsite and Online Training
- Firmware Update Notifications
- Joint Case Study Development



Register for LG PRO and gain access to our partner portal where information specific to our LG PRO partners can be found.

REGISTER TODAY: <http://partner.lge.com/us/index.lge>

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