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# Digital Signage— It's Not Just for Fast Food Anymore!

If someone mentions restaurant digital signage, what's the first thing that pops into your head? Digital menu boards and drive-thru digital billboards? That's the majority of what has been deployed to date, but digital signage can offer a variety of benefits to restaurants—from the front of the store to the kitchen to the office. There are so many ways that casual and fine-dining restaurants can implement digital signage.

Now, what about kitchen efficiencies? These days, most restaurants use a POS system rather than a paper ticket holder merry-go-round to track orders. However, they additionally have a small touch or non-touch display that only one or two people can see from 3 feet away or less. Imagine how much more increased productivity and order accuracy there would be if you had the same information displayed on a large wall mounted screen, so every chef, prep cook, and waiter could see it from anywhere in the kitchen. Mobile devices are great, essential even, but if they are tied into your POS system, you have to stop, grab it, turn it on, and navigate to the information you are looking for. If you tie your signage into the same system, anyone can get that information in seconds.

Connection has helped restaurants of all types and sizes deploy effective digital signage, from one of the largest pizza chains in the U.S. to local specialty venues.

## Benefits

- Display current menu and specials
- Increase sales with daily specials, cross-selling, and up-selling
- Quickly and conveniently switch breakfast, lunch, and dinner menus
- Provide real-time sales alerts, metrics, and KPI dashboard tracking
- Personalize the drive-thru experience
- Deliver employee training and relevant messages
- Display nutritional information or allergy advice

## Get the Food Service and QSR Stats

- Digital menu boards can increase sales by up to 50%.\*
- Featuring a menu item, digitally, at your front counter can increase individual sales by as much as 38%.\*\*
- Restaurants report a 15% rise in customers after installing a digital menu board.\*\*
- Pre-COVID-19 drive thru business was about 70% of an average QSR business.\*\*\*
- See how digital signage is a valuable asset during COVID-19 and beyond.\*\*\*

## Digital Signage Applications for Food Service

- Menu Boards
- Informational Displays
- Outdoor/Marquee Signage
- Art installations/Tech-oration
- Drive-thru Displays
- Promotional Displays
- Self-order Kiosks
- Infotainment Displays

## The Key to Digital Signage

Signage Content Management Services and Software (CMS) is the engine that runs digital signage. It allows users to have a dynamic communication and marketing tool for disbursing information and educating employees and customers with real-time information. Plus, CMS lets you control and update your content in an instant.



## The Connection Difference

Digital Signage is more than just a display! It's a solution made up of hardware, software, logistics, and more. Digital signage is a tool that can help you provide engaging communication regarding your business strategy, goals, and initiatives—in real-time with performance metrics. For over a decade, Connection has provided best-in-class digital signage expertise from design to deployment.

\* <https://www.fastcasual.com/blogs/digital-menu-boards-overhyped-or-beneficial/>

\*\* <https://www.qsrmagazine.com/outside-insights/where-should-your-restaurant-stand-digital-signage>

\*\*\* <https://www.digitalsignageconnection.com/digital-signage-a-valuable-asset-during-covid-19-beyond>

Connect with one of our digital signage experts for a **FREE** consultation today!

Business Solutions  
1.800.800.0014

Enterprise Solutions  
1.800.369.1047

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1.800.800.0019

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