

# TABLESIDE ORDERING TECHNOLOGY: WHY IT MIGHT BE THE RIGHT CHOICE FOR YOU



An NCR White Paper

Tableside ordering technology – the ability to take orders and collect payment directly at the table – is one way restaurant operators are looking to meet their guests' needs, and meet these higher consumer expectations.

Implementing tableside ordering can help your business in many ways, but it can be a challenging proposition, if it is not thoroughly reviewed and considered in advance.

# Higher margins

Running a restaurant is a matter of margin, and tableside ordering can be a significant resource in this quest for improved profitability.

Have you noticed your number of tables turned per hour is stagnant or decreasing?

Are you finding that it takes longer for orders to be taken, placed, routed to the kitchen, prepared and served accurately?

On a busy night, how many comps do you have? How long do your customers have to wait for their credit card to be run through the POS and returned?

By implementing tableside ordering, you can increase table turns, which helps you serve more guests and shorten wait times to keep potential guests from walking out. Orders are more easily and quickly communicated from the guest to the kitchen or bar – all in a single-step process right at the table.

It is also easier for servers to recommend additional items, as the restaurant's entire menu is available at their fingertips. As an additional benefit, there can be fewer comps, because orders are taken and verified with the guest directly at the table.

# Guest experience

More than two thirds of a restaurant's revenue can be attributed to loyal, returning customers.

As such, customer interactions quickly become the lifeblood of the restaurant business. Competitive pressures continue to mount and operators are challenged to provide a differentiated service experience. This means that restaurants need to give their customers highly-personalized service quicker and more accurately than their competitor down the street. So how can you begin offering that type of fast, accurate and personalized service?

## Try tableside ordering

Your customers will immediately see the speed-of-service benefits of having an order entered right at the table, which is then immediately sent to the kitchen for preparation – reducing the total time from order entry to delivery at the table.

Another personalized benefit is the fact that servers can spend much more time at the table, providing faster and more attentive service.



# Security

Credit card skimming and other fraudulent activities are a growing concern among restaurant guests.

Your guests become anxious when their credit cards are taken for their check payment and not returned quickly. Not only can your customers become worried about how their card is being used, but having their credit card taken from the table also delays them from leaving the restaurant – sometimes for what can be an extended length of time.

Tableside ordering can solve both of the above problems.

The first solution is the added security at the time of payment that mobile POS provides. With a device at their side that takes payment, the server ensures that the customer never loses sight of their card and they do not have to walk away from their guests. The last five minutes of the checkout experience is now the “last few seconds” and is perceptively far more secure to the customer.

The infrastructure supporting the tableside technology can also deliver additional levels of security and peace of mind.

While some tableside ordering solutions may only offer support through a consumer device such as a WiFi enabled tablet, others may provide purpose-built options that include a more secure RF network as the backbone for implementation.

# Choice

When looking at a tableside ordering solution for your restaurant, it isn't a "one size fits all" proposition, particularly when it comes to the actual devices being used.

The affordability and variety of consumer mobile devices is enticing for operators to consider implementing within their restaurants. In order to determine the best solution for your restaurant, it is important to understand and consider the features and benefits of the different types of mobile devices that are available. Off-the-shelf tablet devices can provide an attractive and economical entry point for some. For others, such devices may have difficulties standing up to the rugged restaurant environment.

Built-for-purpose hardware is designed for and deployed in demanding restaurant environments. They can also include PCI-DSS validated technology to process customer credit cards securely.

Optional features, like those which leverage RFID technology, can also provide advanced functionality like tap-to-open and tap-to-print functions.





# Seamless extension

Tablesider ordering can be a natural extension of your existing implementation of NCR Aloha, the leading POS solution for the restaurant industry. It can also be the catalyst for you to consider an investment in a solution built around the Aloha Point-of-Sale. NCR Aloha Mobile is comprehensive, feature-rich software that gives servers full mobile access to many of the robust features of the Aloha POS. Since the user interface mirrors the well-known UI of the Aloha POS software, it is fast and easy for restaurants to train servers and quickly become productive team members in the restaurant. Further, NCR supports the Aloha Mobile solution across several mobile hardware platforms, including the latest generation of NCR Orderman devices as well as Apple® iOS devices like the iPad®, iPad Mini®, iPhone® and iPod touch®.

To learn more, call 1-877-794-7237.



"Aloha Mobile has delivered great results for my business and ultimately my customers. My servers are using Aloha Mobile on an NCR Orderman device to place orders and receive payment at the table as well as to cover larger sections without sacrificing customer service. It is integrated seamlessly into my existing Aloha system and we've seen marked improvements across the board in terms of number of table turns, employee tips, and customer satisfaction. It's the right mobile solution for us and I couldn't envision using anything else."

Rusty Winkstern, owner of el Monumento in Georgetown, Texas

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