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# FIVE WAYS TO GROW & DO MORE

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WITH **CONTACTLESS** PICKUP

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## IN CHALLENGING TIMES, SMART BRANDS INNOVATE


It's here – the “next normal,” where customers expect **what they want, when and where they want it**. They've grown comfortable with new habits like mobile ordering and social distancing, and have gotten used to ordering for takeout or delivery when dine-in isn't an option.

In this new world, it's important to give customers more off-premise options, **more efficiently**, and find ways to make them more profitable up and down the line – and especially as you hand off the order.

Major brands have already redesigned stores to optimize off-premises dining. They've seen that the sustainable way forward is not with old-school order pickup shelves or cubbies, or dedicating labor to hand off orders face-to-face. Curbside pickup has its own concerns, with close contact, labor-intensive processes and potential bottlenecks during peak hours.

Instead, it's time to **optimize takeout and delivery** processes, balancing operational efficiency with a superior customer experience.

1 Compared to the same quarter the previous year.  
The NPD Group CREST® Performance Alerts, November 9, 2020.



**Digital orders  
from apps, text,  
and the internet  
grew by 138% in  
the third quarter  
of 2020.<sup>1</sup>**

**Take a look at five smart moves  
that can help restaurants become  
more profitable and grow  
off-premises sales.**



# 1

## Optimize for takeout and delivery

During the 2020 lockdowns, nearly 45% of consumers used curbside or contactless pickup for the first time.<sup>2</sup>



Consumer demand for off-premises dining has been growing for years, and dine-in sales have taken a hit.

Now there's another challenge: Once restaurants are allowed to reopen for dine-in service, they'll have to space tables further apart to provide social distancing, **reducing previous capacity** by as much as 75%. That's why in the "new normal," restaurants will find carryout and delivery even more critical to their growth.

That means adding and optimizing online and mobile ordering if you don't already have it. You also need to ensure a **seamless, on-brand experience** that's as enjoyable as dine-in.

You can also offer automated order pickup, giving customers **fast, self-serve pickup** from their own secure compartment. These solutions are faster because customers and drivers can skip the line, without waiting for an employee to help them. That means your staff can concentrate on preparing orders, not finding them and handing them out. You also get full cloud-based visibility of when the order was loaded and when it was picked up. That helps you ensure an ideal experience that **keeps busy customers coming back.**

<sup>2</sup> Rakuten Ready, "Key Trends Driving Digital Innovation in the 2020s." September 2020





You know how hard it is to recruit and train great employees – and how important they are to your success.

The good news is that optimizing your operation for off-premises orders increases employee satisfaction, as well. By **eliminating extra touches**, wasted time and effort and **reducing customer contact**, you reduce employee stress and aggravation. Keeping them happy is more important than ever and reduces turnover – which can cost more than \$1,800 per non-management employee and upwards of \$10,000 per manager.<sup>3</sup>

It's also critical to make the most of each employee's time. Although you might think you need extra employees to manage takeout and delivery pickup orders, your customers and delivery drivers see it differently. They want to "get it and go." Their expectations are changing rapidly, and they've **grown comfortable with new contactless services**. Experience at thousands of locations using Apex self-serve solutions has proven that people don't want an employee handing them their carryout or delivery order. They've voted with their feet, choosing restaurants with efficient, hassle-free pickup.

When you use an automated order pickup solution, everyone gets what they want. The most efficient solutions offer a two-sided design that's open in the back, so associates **quickly load orders** without leaving the kitchen or adding to traffic in customer areas. Best of all, once that order is loaded, associates don't have to think about it again. They just move on to the next order.

You can utilize your employees for other critical roles to ensure each customer has an outstanding experience. And that's the true value of good employees.

<sup>3</sup> "Cost of Turnover in 2019." Black Box Intelligence, 2019

## 2

## Hold onto your team



### THEATER SEES SIGNIFICANT SAVINGS

Regional theater chain **Santikos Entertainment** often needed **three or four employees** at its concession stands to hand out orders. Then they implemented **an automated pickup solution**, which not only increased order size, but also allowed them to cut steps from the process and **reduce order pickup labor** to just one person, even during peak hours. The other employees were **reassigned to crucial tasks** like cleaning auditoriums and lobbies and assisting customers.



# 3 Offer self-serve, contactless order pickup



Limited-service restaurants will see **strong sales** due to their focus on **takeout and drive-thrus**, since they reduce **human-to-human contact**.<sup>4</sup>

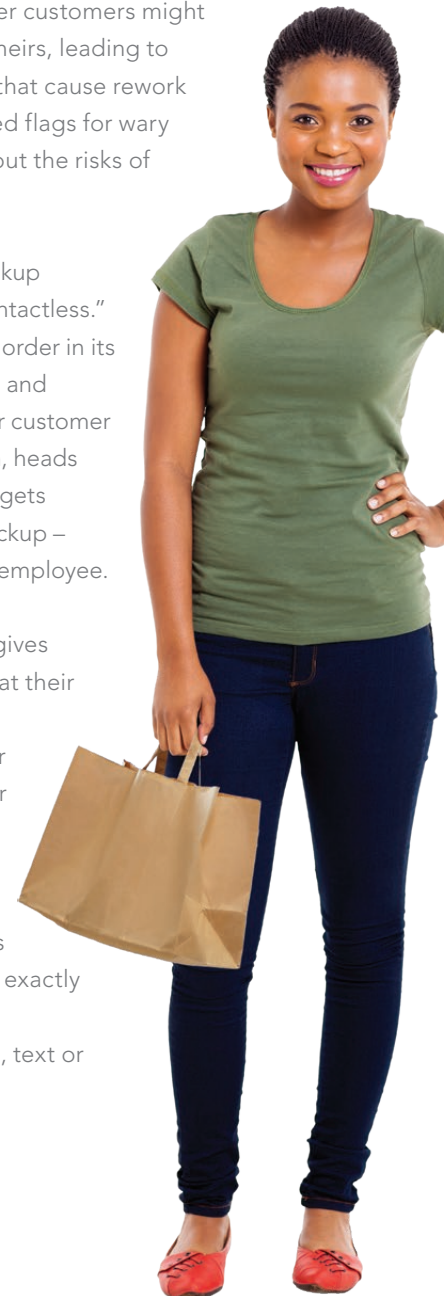
4 "Technomic's Take: COVID-19, The Foodservice View." Technomic, March 20, 2020



Shortly after COVID-19 appeared on our radar, so did contactless service. And while restaurants quickly pivoted to focus on their drive-thru, curbside or the pickup counter, those process still involve an employee handing each customer their order. Some simply left the order on a cubby or shelf, where other customers might pick it up to see if it was theirs, leading to **frequent order mix-ups** that cause rework and waste. It also raises red flags for wary customers concerned about the risks of **unnecessary handling**.

Most automated order pickup solutions are naturally "contactless." Your employee places the order in its own secure compartment, and moves on to the next. Your customer or delivery driver comes in, heads straight to the device and gets self-serve, scan-and-go pickup – with no need to talk to an employee.

This contactless process gives customers reassurance that their order has had minimal touches. It improves order accuracy, since each order is secure in its own compartment. It also reduces crowds in the lobby, because customers and delivery drivers know exactly when the order is ready for pickup thanks to email, text or in-app notifications.



# 4

## Eliminate front lobby bottlenecks



As your digital sales increase, you'll likely see more foot traffic in your lobby for off-premises order pickup. This can create some **awkward situations** as carryout customers bump into delivery drivers, while dine-in customers may be confused about where to get in line to order or get a table.

In the meantime, customers outside see the crowds and get the impression that there's a long wait for a table. Not the look you're going for!

You can also use your order pickup solution to **divide and conquer traffic bottlenecks** in your lobby. By installing your solution away from your main service counter and registers, you can divert takeout customers and delivery traffic away from dine-in guests, improving the overall experience in the lobby.

Some order pickup solutions also help you manage order pickup crowds by automatically sending text or email notifications **precisely when the order is ready for pickup**. That means customers and delivery drivers can time their arrival more efficiently, **knowing their order will be ready when they get there**. They just skip the POS line and go straight to their order in its secure compartment. Delivery drivers love how it saves them time, and food delivery services often incentivize operators who reduce driver wait times.

The percentage of adults ordering dinner for off-premise each week increased to around 65%.<sup>5</sup>

<sup>5</sup> National Restaurant Association weekly surveys of 1,000 adults conducted by Engine. September 30, 2020





# 5

## Build for a future that's faster & more profitable



EMBRACE THE MASSIVE SHIFT  
TO OFF-PREMISES DINING  
AND OPTIMIZE CONTACTLESS  
ORDER PICKUP



The coming months are sure to bring the industry more stability – and more optimism. So now's the time to step back and take a close look at what's working, and what's not, to create a **leaner, more sustainable operation for the years to come.**



For restaurants of the future, there's no going back to slow, manual order handoffs. With Apex Order Pickup Solutions, you set to grow off-premise sales with **contactless, self-serve order pickup.** You'll also simplify employee processes and make their work more enjoyable. And you'll take advantage of the growing **demand for a seamless digital journey.**

There's a brighter future ahead, and Apex self-serve Order Pickup Solutions will help you make the most of it. Start planning today to make your brand stronger and more sustainable in the post-COVID-19 world, and beyond.





## TALK TO THE EXPERTS AT APEX

Let's talk about a plan tailored to your needs for making self-serve, contactless order pickup a focal point of your future growth strategy. Email us at **[info@apexorderpickup.com](mailto:info@apexorderpickup.com)** or call **800.229.7912** to get started.



**ApexOrderPickup.com**

