



Revel
SYSTEMS

Revel's Official Guide to Selecting a Restaurant Point of Sale

EPSON

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Introduction

What Is a Restaurant Point of Sale (POS)?

A restaurant POS is much more than a cash register; it's the central nervous system of a business. Designed to facilitate and support every aspect of restaurant operations—from order placement, to payment processing, to kitchen management, to employee scheduling, to inventory control, and more—choosing the right POS for your restaurant is critical to your business success.

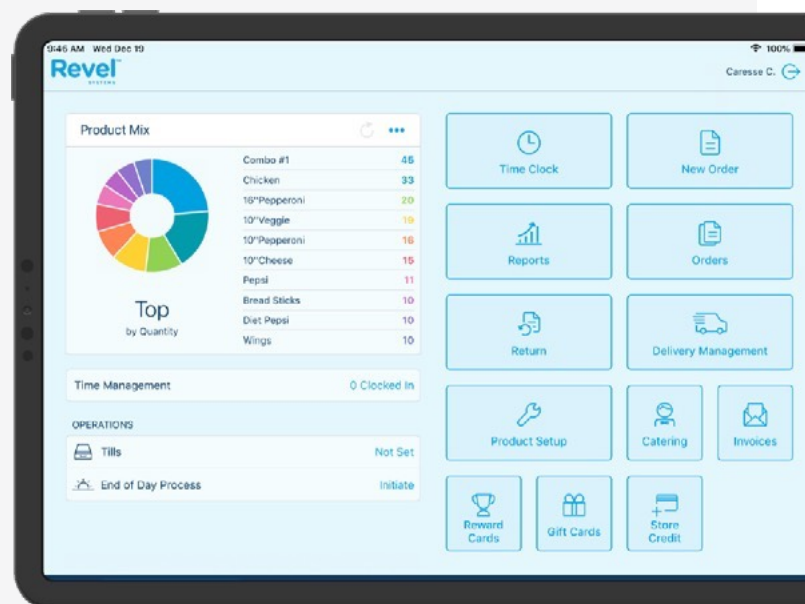
Who Needs a Restaurant POS?

This may seem obvious, but restaurant operators should invest in a POS designed for restaurants vs. one designed for other industries. On the surface the systems will look similar. Some critical differences in features and configurations will ensure you can successfully manage your food and beverage establishment, and the people who keep it running, as effectively as possible.

In the ever-evolving landscape of customer expectations and the rapid pace of digital change, you'll want to find the right POS for

your budget and business needs. Make sure your decision factors in long-term costs and benefits. An up-front investment will often yield better returns over time.

This guide details essential features to look for when selecting your restaurant POS, as well as what to expect from the premier POS platforms available today.



How to Choose the Right POS?

The POS market is a crowded one, and it continues to grow. How do you choose the right POS for your restaurant?

A critical step will be to identify POS platforms designed with restaurants in mind. These will have scalable options for inventory management, reporting, table management, and kitchen integrations—you can read more about these features in the next section. Many restaurants today are adding a retail component to increase revenue streams. Additionally, loyalty programs are an increasingly popular option for restaurants looking to reward their repeat customers and keep them coming

back for more. If these are features you are considering, you should make sure the system can also provide those capabilities.

Another great place to start is with a list of your needs. Clearly outline the greatest challenges your restaurant will face, and from there, identify which tasks and corresponding POS features you'll need to tackle those. Prioritizing your biggest needs will help you spot the most critical areas for your POS to support. It will also help you quickly narrow your contenders for the right platform. We've put together a POS buying checklist to help you get started.



POS Buying Checklist

- What are the biggest challenges facing your restaurant?
- How will your restaurant stand out from the competition?
- How will you ensure order accuracy and minimize food waste?
- Can you easily report on sales and inventory?
- Will you be able to quickly make menu updates and modifications?
- Will you be able to easily identify your best and worst-selling menu items?
- How will you manage staff scheduling and tip share?
- What accounting tools will you need in order to know employee payroll is updated and accurate?
- What tasks are most time-consuming for you and your team?
- Is it cumbersome to track and manage inventory?
- Can you quickly compile and analyze reports?
- How much time do you spend scheduling employees?
- Is it time intensive to handle accounting and payroll processing?
- What are your restaurant requirements?
- What is your budget?
- What hardware will you need (number of terminals, printers, credit card readers, and cash drawers)?
- Do you want kitchen tickets to update and display on digital screens?
- Have you accounted for unanticipated needs, like troubleshooting and maintenance?
- What tools will help you deliver great speed of service?
- Will you be able to process multiple types of payment, including mobile payments and contactless payments?
- Would you like to offer guests digital receipts?
- Do you want table-side mobile order takers for guests who dine in?
- What will you need to grow your business?
- Can your POS easily scale as you grow?
- How will you manage multiple locations?
- Is it quick and simple to make menu and inventory updates across locations?
- Does your POS partner offer robust and diverse training programs for you and your staff?
- Can your POS help you know your customers?
- What is the process and cost for adding new terminals? For on-going maintenance and updates?
- Are you able to seamlessly unlock new functionality?
- Does your system allow for third-party integrations?

Food Operations

Herein lies the greatest differentiator between restaurants and retailers in terms of POS functionality. A great restaurant POS is designed to handle food operations. Look for the following essential features for your restaurant POS:

Kitchen Display System (KDS)

Streamline your kitchen operations with a kitchen display system. You'll reduce mistakes, lag time, and paper waste by eliminating paper tickets. Not only will your kitchen run more efficiently, you'll also get data on orders, like which dishes take the longest to create.

Implementing a KDS at your restaurant can result in dramatic improvement in speed of service. This tool can help you serve—and delight—more customers in record time. A kitchen display is a great staple to include in your establishments.

Delivery Management

Expand your reach and your business by offering delivery. To ensure diners enjoy the same exceptional service at their homes as they do within the walls of your restaurant, make sure you have the right delivery management tools in place. For delivery, you'll want a POS that offers you the flexibility to choose a third-party provider or the option to manage deliveries yourself. Both approaches should be easy to implement and execute.

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Revel's been really great on helping us move lines because we can utilize efficient hardware, such as kitchen display systems (KDS), and features like mobile ordering. It's really awesome.”

— Daniel Yuan, Branded Events Manager, Chobani

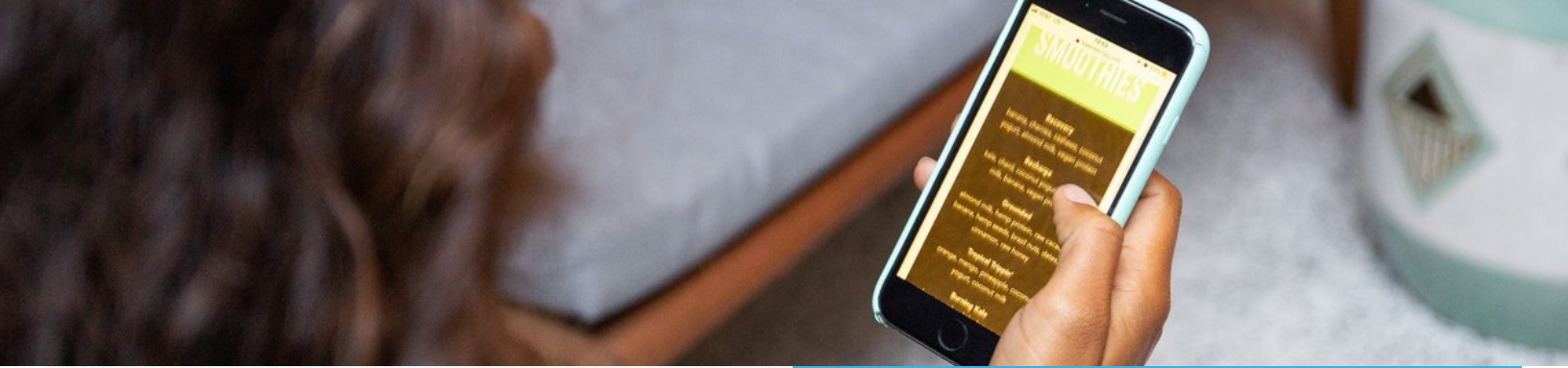
The average person has two food delivery apps and uses them **3x per month**



Start with a restaurant in mind, then look for it in the apps



Start by opening an app, then look for ideas



A sophisticated delivery management system will allow you to accept, prepare, and track delivery orders from your POS. You'll be able to monitor orders through every stage in the process. This will allow you to help your kitchen stay on top of prep and fire times for delivery orders in alignment with on-site orders.

Look to delivery management to enhance customer experience in other areas, too. Features like order recognition for your regulars and route optimization for your drivers can help you retain a “wow” factor, even when customers don't visit in person.

Online Ordering

Today's consumers are digital, which means there are more ways than ever to make a first impression. Make sure your POS offers an online ordering solution that helps you put your best foot forward, even when your customers don't physically enter the door.

A great online ordering system will allow you to easily push menu changes, maintain consistency between your physical and online experience, and ensure your customers are viewing and ordering from your current menu offerings. When fully integrated with your POS, an online ordering platform will sync CRM, gift cards, and loyalty program information across your platforms.

“

A number one complaint customers have in restaurants is when the server forgets their orders. [Our restaurant POS] helps ensure customers receive their correct items every time, because we can send orders to the kitchen in real time, table side.”

— Edward Dang, Manager, Carbon Grill

Table Management

For table service restaurants, you can set your establishment apart from the competition with a suite of tools that includes table management. You'll be able to curate an unrivaled end-to-end customer journey, from easy reservation placement to effortless checkout.

Leverage visual table layouts, order assignments per seat, and mobile order takers for fluid and efficient guest dining. Look for a POS that accepts multiple payment options and allows for simple check splitting. Your patrons will appreciate the flexibility, and your staff will be able to quickly turn tables as guests leave satisfied.

Customer Engagement

Customer Display System (CDS)

Customer display systems are an effective way to engage customers, upsell products and reward employees with opportunities for increased tips. With a CDS, you have the opportunity to enhance your restaurant branding and image, all while increasing each sale. Take advantage of an additional branding touchpoint and provide the customer a seamless ordering experience during every transaction.

Customer Relationship Management (CRM)

A CRM is technology for managing your company's relationships and interactions with customers. It will help you stay connected to customers, streamline your processes, and improve profitability.

CRM systems can enhance customer retention by up to

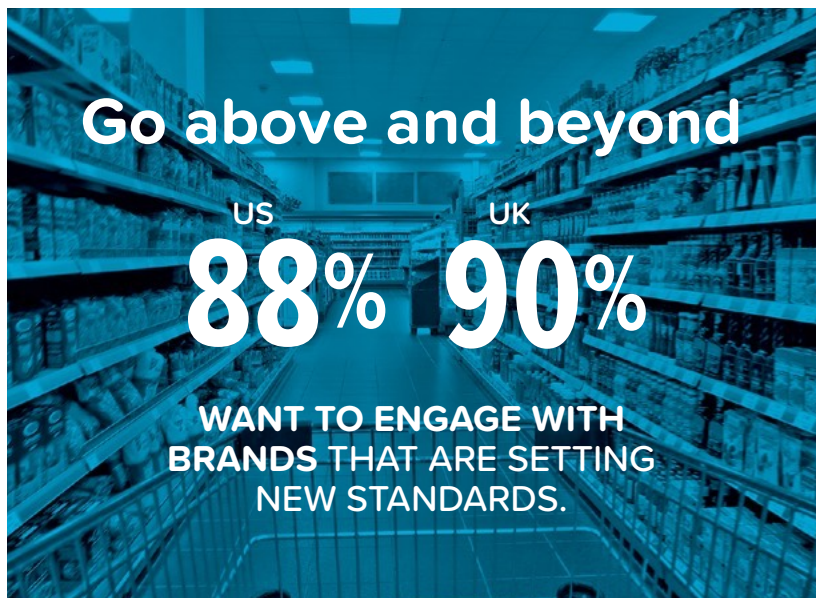


With a CRM, you can store customer contact information, sales information, frequent orders, even loyalty program information, in one central location. And if you house your CRM on a cloud-based POS, the information is accessible to anyone with the right permissions, in real time.

Leverage a CRM to help you focus on your organization's relationships with customers and improve interactions with them. You'll likely see an increase in winning and retaining their business, and can easily provide support and additional services throughout the relationship.

Loyalty Programs

Loyalty programs have spread like wildfire throughout today's consumer landscape. It's now easier than ever for customers to keep up with brands and enroll in membership rewards. Customers can conveniently participate in loyalty programs with their phone number or email. This hassle-free system allows them to enroll with a click of a button and redeem rewards on a continuous basis.



What's more? Consumers enjoy their loyalty. The main purpose of loyalty programs is to track buyer behavior and use perks to improve customer retention. Loyalty programs also serve as a platform for valuable analytics and strong marketing insights. These programs are a great tool for keeping tabs on frequent patrons and motivating customers to purchase more frequently.

Other Factors to Explore

Reporting & Analytics

Inventory Management & Optimized Menu Building

Inventory management can make or break your budget. Like any successful restaurant operation, you'll want to know where you can eliminate food waste, as well as when to order more of a specific ingredient because it's a favorite amongst your diners. Understanding your cost of goods sold allows you to price your menu accordingly, ensuring your profit margins are where they need to be. Make sure your POS can track inventory in real time down to the ingredient level so you never have to rely on guesswork to keep your kitchen stocked or your budget sheet balanced.

Of course, your inventory will go hand-in-hand with your menu. Create the menu you (and your patrons) desire with a POS that offers categories, subcategories, and product specifications. This will offer you total control of your menu from a system that captures all your food analytics in one place.

For restaurants with multiple locations (or those planning to grow), you'll also want to prioritize a system that allows you to push menu updates and modifications to all or multiple selections of your restaurant locations with a single click. Automatically push menu changes to save time and improve your customer experience.

Sales Reporting

Ensure you always know how your restaurant is performing with detailed sales

“

Every day I can see what we're selling more or less of. I can change my ordering, oversee inventory—it's just a huge difference of how I did business before and how I do business now.”

— Beth Goldwater, Owner, Bertha's Café

reporting and analytics. Cloud POS platforms gather data from every transaction and organize it into in-depth reports for quick business insights. You'll be able to make major, data-driven business decisions with confidence knowing you have the numbers to support them.

Workforce Data

Did you know your workforce is the second highest business expense to overhead costs? Most businesses legitimately can't afford poor workforce management, so make sure you find a system that shields you from that risk.

Today's workforce management solutions simplify everything from scheduling to employee reports on average sales, offered discounts, time tracking, and more. Simplify your workload and improve employee experience with a POS platform that covers all of your workforce management needs.

Reporting & Analytics

Kiosks and Mobile Order Takers

Today's customers expect options for how they pay and engage with your brand. Empower them with convenient ordering options with kiosks and mobile order takers.

Kiosks are a brandable self-service solution that reduce your staffing needs and increase operational efficiency across the board. With kiosks, customers can directly input their orders and avoid register lines, improving order accuracy and speed of service all at once.

You can also still incorporate branded messaging and CRM prompts on the screen. This ensures that, even when your staff aren't directly interfacing with patrons, they can still enjoy a fully-branded experience.

Mobile order takers are another great "line buster." These offer the freedom of transacting with customers where they are. Whether you are taking orders or processing sales, confidently handle each transaction with flexibility and convenience with a mobile order taker.

Gift Cards

Turn your loyal customers into ambassadors and bring in new business with gift cards. Adding these to your inventory will increase your customer touchpoints and your profit potential, all while providing your customers a great experience.

Look for a POS platform that offers easy gift card set up for seamless purchasing, activation and redemption.

“

We have a self-service kiosk where someone can walk up and order their food to-go if they don't want to wait in line, if they are in a hurry, or just don't like talking to people. It allows our people to focus more on the guests rather than putting in orders.”

— Jeremiah Voris, Assistant General Manager, Curry Up Now



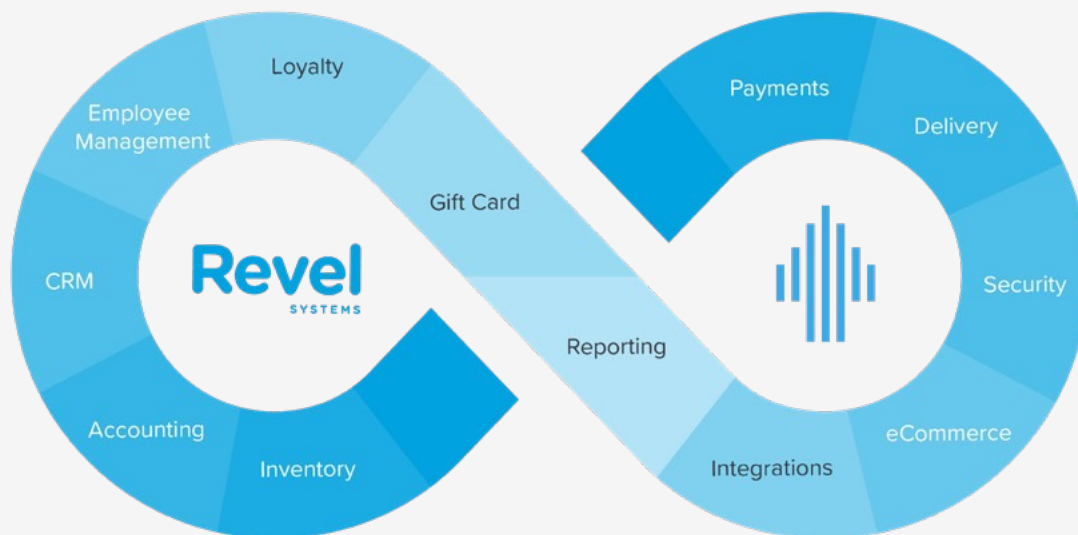
What to Consider When Evaluating a Restaurant POS Solution

Functionality and Usability

The idea that you need to choose between robust features and ease of use is false. Today's cloud-based tablet POS platforms offer both. Pair the intuitive interface of a familiar device, like the iPad, with a rich, customizable feature set. These choices shouldn't be mutually exclusive.

With an integrated partner ecosystem designed to maximize security, stability, and service delivery, choose a POS platform

that gives you complete control of your business. A robust ecosystem allows you to incorporate new streams of revenue and management tools as your business grows and your needs become more sophisticated. From online and mobile ordering to loyalty and employee management, choose a platform with the tools you need and the partnership integrations you desire to run the business you want.



Uncompromised, Unmatched Security

Ensure your business operations are protected with a secure POS. A cloud-based platform allows you to securely access your data anytime, from anywhere, so that you never miss critical business data.

Secure Transactions

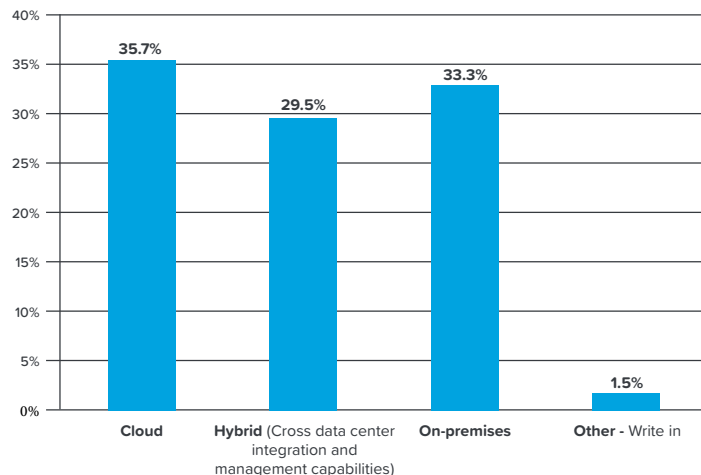
Keep your sensitive business data and your customers' information protected from potential threats with the highest level of PCI-compliant cloud technology, Point-to-Point Encrypted (P2PE) payments, and rich user access controls. Look for payment processing solutions that are also EMV-compliant, meeting industry standards and ensuring your business is protected from chargeback liability.

In general, the industry is transitioning to cloud-based solutions for data storage and integration. A Forbes article reports that cloud-based data integration is the new normal in enterprises. Increasingly affordable, highly accessible, and sufficiently

secure, cloud technology has taken root and continues to grow in adoption across industries and business sizes.

Deployment of Data Integration

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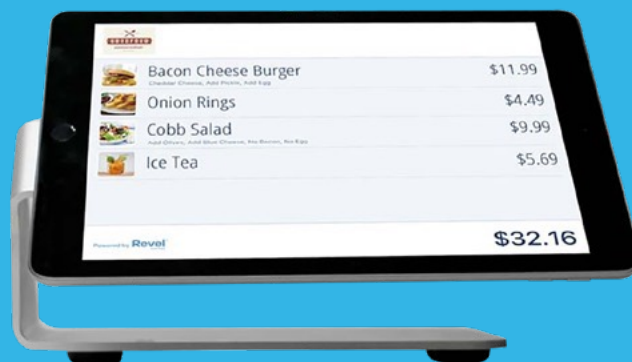
Regular Software Updates

Unlike legacy competitors, cloud-based POS systems offer regular software updates that push directly to your terminals. That means your business can confidently operate with the latest technology and security protocols with the click of a button rather than a costly on-site visit for server maintenance.

The Apple Difference

Google's platform dominates the global market with a solid 80% of smartphones running its operating system. Because of this, Android is still the primary platform targeted by cyberattacks.* If you choose a platform run on the iPad, you—and your business data—will be further insulated from cyber threats.

*Source: Govtech.com



An Adaptable Platform

Customer expectations and technological evolution are dynamic, and your POS should be, too. Look for a platform that can keep running even when your Internet goes down to avoid disruption to your operations and your revenue. Features like an offline mode, or “Always On Mode,” allow operators to process credit cards and store transactional data in the absence of an Internet connection.

In addition to planning for unpredictable circumstances day-to-day, platforms with an open API enable restaurant owners to explore and offer the latest innovations in POS technology. Customize your POS capabilities to fit the needs and expectations of your customers. Integrations often offer best-in-class solutions in areas ranging from loyalty to accounting and beyond.

Accessible, Responsive Support

Prioritize support when it comes to your POS. Whether you seek to unlock new functionality in your platform, or you need

“

I love [my restaurant POS] because of that 800 number. They're seeing what you're seeing on your end from their end and then they walk you right through it and tell you what steps to take next time. I think it's perfect.”

— Teddy Bedjakian, Owner, Edwin Mills

quick assistance with troubleshooting, you will want peace of mind that help is ready when you need it. Look for a solution that offers 24/7 support, offers online resources for self-guided learning and tutorials, provides consultative approaches to implementation, and includes tiered levels of assistance depending on the complexity and growth trajectory of your restaurant operations.



The Benefits of a Restaurant POS

Put simply, a restaurant POS will offer you a fully-connected system between your front-of-house and back-of-house operations. It will offer you the features and functionality you need to keep your business running smoothly, freeing you to focus on the other elements of your food, service, and overall brand, compelling diners to come back to you for more.

Applying insights from a cloud-based, restaurant POS, **Octopus Group achieved:**



As it did for Octopus Group, **a restaurant POS will deliver you results** so you can deliver an exceptional dining experience.



Conclusion

Choosing the right POS for your restaurant is a huge decision. This guide details important considerations when choosing a POS and why [Revel could be the right option for you](#).

Revel Systems powers the ambitions of tens of thousands of restaurants and retailers. Our robust, cloud-based POS and business management solution is scalable, designed to meet the needs of small and midsize businesses, as well as growing enterprises. Improving day-to-day operations and fueling merchant growth, Revel's streamlined ecosystem helps customers seize their future by pairing an intuitive POS with powerful management tools on a single platform.

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