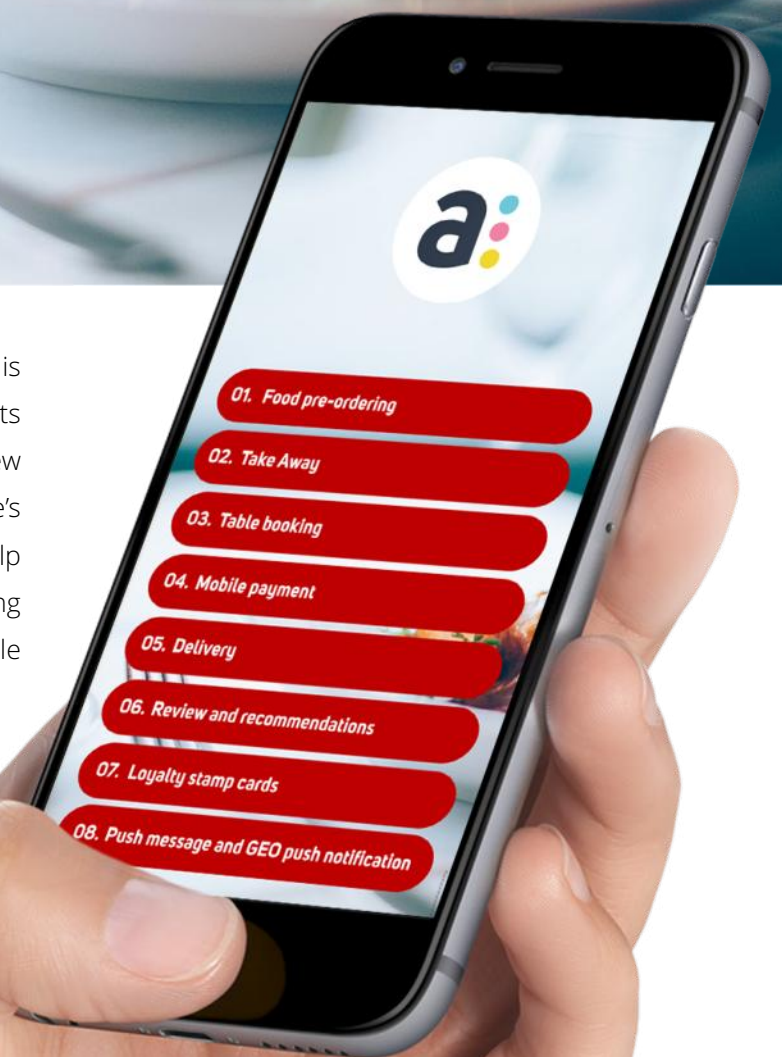Competition in the foodservice industry is growing and it's important for restaurants to excite their customers with new interactive and relevant technology. Here's a quick look at recent innovations that help restaurants deliver better dining experience to existing customers while encouraging new ones to try their food.

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Food pre-ordering

Food pre-ordering is one of the most trending technologies for restaurants right now. It allows customers to order ahead and avoid waiting at the restaurant, so diners can be in and out of an outlet in less than 5 minutes.

In turn, online food pre-ordering means less hassle for restaurant owners and it eliminates time wasted on telephone calls, which is one less concern for busy employees.

Pre-ordering helps restaurants increase table turnover and deliver better customer experience. Starbucks, McDonalds, Taco Bell, Burger King and Pizza Hut already have pre-ordering on their mobile Apps.

Like BreadTalk, a 7,000 employees leading bread chain with close to 1,000 outlets in 17 territories such as China, Singapore, Hong Kong and the Middle East.

See the video

> *"With the App, BreadTalk said in-store shopping time has been reduced by some 30 per cent and customer compliments have soared by 75 per cent."*

Food pre-orders are usually paid in advance, resulting in increased sales since a pre-order is equivalent to a guaranteed table of diners for a restaurant.

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Take Away

So what makes the Appsmakerstore solution better than community food service Apps like HungryHouse, Groupon, Deals, Justeat, Foodpanda, Opentable and other food reservation Apps?

If you have already bought into the concept of having an App and seen the benefits, it's a no-brainer. Your own App gives you control over what you offer your customers and allows you to offer them the best promotions, loyalty campaigns and communication. Community Apps such as Foodpanda do not reward customers for choosing your restaurant, they just reward them for using their App. Also, you are competing with many other outlets and you have to give a share of each sale to the community App developer.

With your own App from Appsmakerstore, you keep all the sales revenue yourself. If you are already a member of a food community App, that's a good thing, but having your own App will help you stand out versus your competition and encourage your customers to visit you again and again.

If you only have a shared community App for your restaurant, you will have huge marketing leak promoting it as your main App, because you will be exposing your customers to your competitors every time they view the community App! It's the same telling your customers to search for "Pizza" on Google when they want to order pizza from you again.

After talking to hundreds of restaurant owners, most say they feel it's unfair to pay a high percent for every order that they sell. It's true that most community Apps is based on "No cure, no Pay", but losing potential regular recurring loyal customers is a huge cost for your business.

This is why it's so important to have your own Mobile App; 100% in your name, with your menus, branding and promotions as the main channel for you mobile marketing.

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Table booking

Mobile table booking is another technology that makes it more convenient for customers to visit your restaurant. Appsmakerstore aims to be the leading provider of online reservations that helps restaurants deliver great user experiences and better manage the flow of their customers. Many restaurants use reservation systems to keep their tables filled. Restaurants can fill more tables if customers can make reservations using their smartphones or tablets.

Table booking apps also allow restaurants to pay closer attention to customers and remember their preferences. When a customer makes a reservation via mobile App, the restaurant will remember who the guest is and have an opportunity to create a lasting relationship. Table booking Apps are becoming more of a personal concierge service for diners.

Mobile payment

Mobile payment technology has become an integral part of everyone's life, and this is just the beginning of its impact. This is why restaurants should re-think the way they settle their bills.

Integrated with leading payment suppliers like PayPal, the process of paying is now easy and pain-free for both restaurant and customer. Restaurant employees can focus more on providing better service and worry less about running checks and handling credit cards during busy hours. It means faster turnarounds for restaurants and better experience for customers.

Why else should you embrace mobile check payment? Because it's a proven way to attract millennials to your restaurant. Millennials are obsessed with their smartphones and they are often the early adopters of new technologies. For these folk, dining out has already become mobile.

PayPal

Delivery

The restaurant delivery space is getting more and more crowded. It's hard to find a restaurant that does not provide a delivery service, especially one where customers place order over the phone.

With food delivery services, restaurants have obvious advantages of not having to hire additional employees, handle delivery logistics, and take care of customer service. See if you can team up with some local delivery company for your App.

Your business can reach a larger audience as food delivery Apps will get your food and your restaurant menus straight to your customers.

Busy people and millennials are the driving force behind the delivery trend, and a restaurant's ability to deliver food to their office or home are more valued than ever before. Everyone is busier now and more and more people just want to slide their laptops a few inches forward and have their meals at their desk.

Maybe it's high time to bring your restaurant onboard and use an Appsmakerstore App to let your customers order deliveries from you!

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Review and recommendations

Services like Yelp, Facebook, Twitter and Foursquare put your restaurant on the map and are customized by user's preferences. These restaurant-finding Apps help people locate your restaurant if they are near you or if your menus match their interests and tastes.

Restaurant operators can set up their business accounts to showcase their restaurants to millions of people that use review and recommendation services to find new great places to eat at.

Every review, photo, or tag adds keywords to your restaurant and improves your search performance and exposure. The more content that is related to your restaurant, the more your restaurant shows up in searches. Use an App to create a strong public profile, add photos of your restaurant and menus, respond to customer reviews, and let the word of mouth take care of the marketing.

Loyalty stamp cards

Customers loves discounts and are more active than ever before searching for the best deals around. Research shows that adding a loyalty card to your mobile App not only removes the need to print paper cards(and hope your customers don't lose them!), it increases repeat visits from customers, the amount they spend with you and they are more likely to recommend you to family and friends.
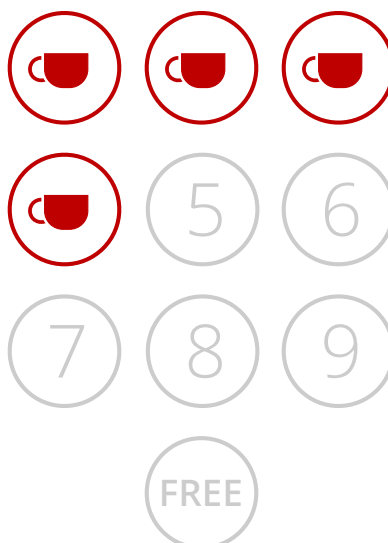
Push message and GEO based push notification (POI)

By adding the geographical push notification you can automatically send promotions to customers when they enter a defined area around your restaurant. This increases footfall and also helps reduce waste, for example if you have 10 baguettes left after lunch, you can send a voucher for 50% off baguettes until 5pm, to all your customers within example 1km of your store.

In the future, leading telecoms providers will develop this technology using **iBeacon** and the **Internet of things.** Meaning that customers can automatically check in and receive personal recommendations when they enter a certain area or are close to a certain place. Our GEO based Point Of Interest (POI) allows you to start communicating with your customers in this way now!

Appsmakerstore is approved and used by hundreds of thousands of small and medium sized businesses, governments and large enterprises all over the world. These include the Australian and Norwegian governments, Microsoft, American Sheriff departments, world leading digital and marketing agencies, schools, charities, community groups and many more.

Join Appsmakerstore today and enjoy the benefits of making your business truly mobile
Our service is regulated under strict Norwegian privacy and data protection law.
For more information and to subscribe, check out the solution on our website

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