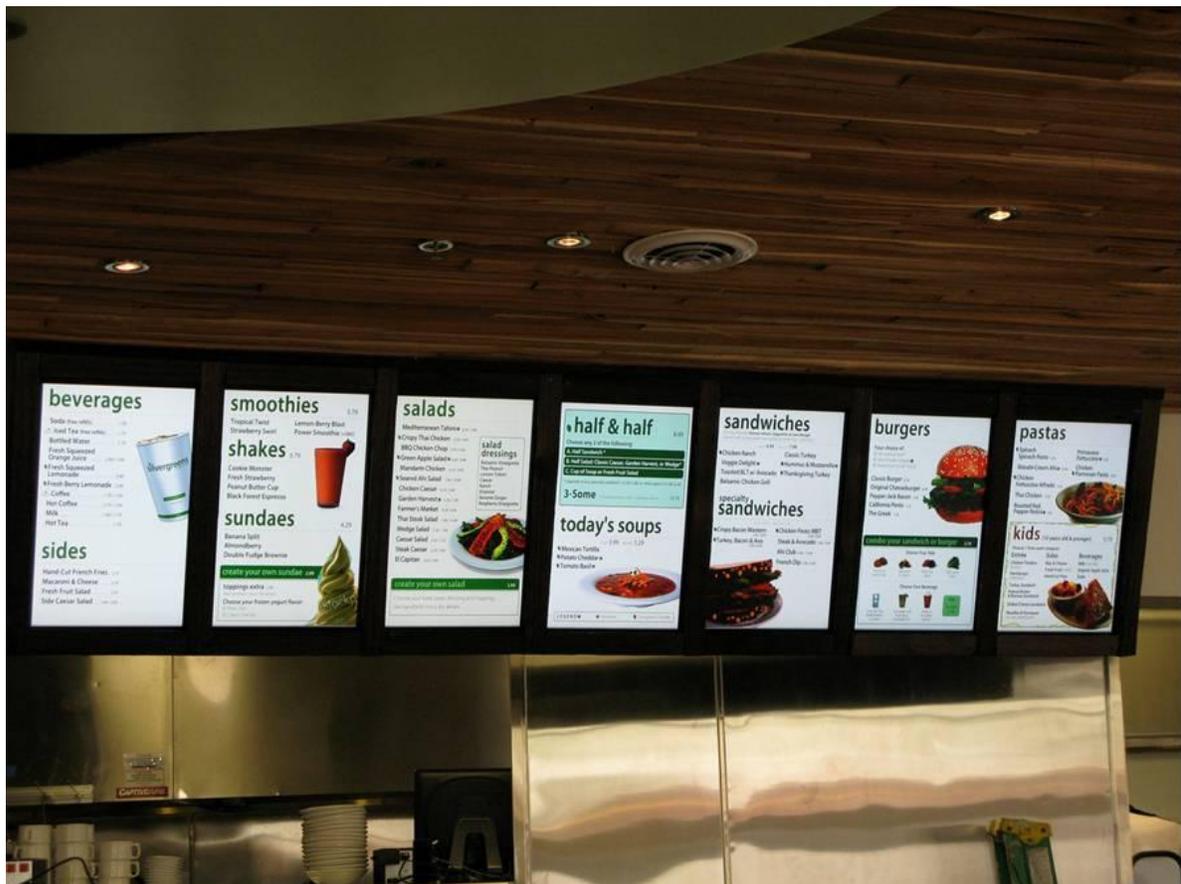
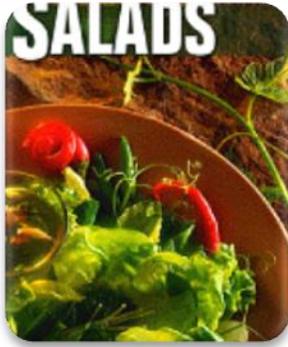


# micros®

## Digital Menu & Marketing Board System BENEFITS





*What if you could make maximum use of your menu boards by targeting advertising space for breakfast in the morning, lunch at noon, and dinner in the evening? Would better use of your menu boards increase your order size?*

#### WHAT CAN MICROS DIGITAL MENU BOARDS DO FOR MY BUSINESS?

1. Conveying messages to consumers via digital menu boards has become increasingly practical and cost-effective. The ability to quickly distribute and measure the effectiveness of those messages becomes even more valuable as you target and update campaigns by time, location, and demographic.
2. Digital menu boards allow multiple dynamic promotions to be displayed in place of single, static images. More importantly, digital content can be updated quickly and easily in response to marketing data and the changing needs of your business such as different menu offerings automatically displaying at different times of the day.
3. Digital menu boards are a powerful tool for extracting additional revenue from customers already in the restaurant. Displaying digital menu boards with targeted advertisements using dynamic and eye-catching content can gently nudge customers into an increased ticket size.
4. On the back end, digital menu boards reduce both costs and labor, specifically when it comes to in-store, point-of-purchase materials. Gone is the need for a stockroom filled with posters, tabletop placards, and menu signs. Gone too, is the very real likelihood that at any given time, one or more locations will have incorrect signage posted.
5. A digital media network ensures that the correct messages appear on all screens at all times, regardless of what is being done in the store.
6. Digital menu boards allow store operators to manage many locations centrally and as a result, tie its digital signage and MICROS POS systems together, allowing menu items and prices to update automatically. Daily, weekly, or monthly promotions and price point programs will be executed properly throughout the enterprise.

***“Generally speaking, anything that enhances communication, streamlines systems, and eliminates waste is a good thing for the restaurant business.”***

1. Excite customers with multimedia presentations. Reduce visual clutter by maximizing screen real estate with looped, multiple messages. Integrate points-of-purchase: national, regional, and local store marketing, which is ideal for co-branding.
2. Since food is perishable, there is more waste and shrink in the foodservice industry than just about anywhere else. Sure, taste is everything, but the way the food looks is just as important, both in affecting the buying decision and customer satisfaction. There are even experts in the foodservice industry known as “food stylists,” whose only job is to make sure the dishes look pretty.

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***Dynamic signage can be used to tell customers what is available, without the use of a menu or day-of-the-week placard.***

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3. Digital screens in restaurants eliminate the need for changeable menu boards — both light boxes and paper — that require time to change in certain intervals. Menus that previously became grimy and coated with ketchup and grease are being replaced by dynamic displays that show the food not only in vivid color, but also in action. Steam may rise off of a baked potato, and flames may kiss a burger before it is placed onto a bun. Then there is the customer experience aspect — restaurant digital menu boards are a perfect way to enhance branding efforts and to entertain customers while they are waiting in line or eating.
4. For a hungry customer waiting in line, make everything look appetizing. In some cases, there may be new products that no one is familiar with and therefore won't try. Digital menu boards afford you the space and tool to visually market these new items.
5. As diners contemplate the many menu items, digital menu boards present a powerful, visual influence on the menu item selection.
6. With rotating content, digital menu boards make it extremely easy to present multiple specials. That's a powerful benefit for marketing and brand managers, who are now able to oversee all of the content being used across the enterprise remotely. Specials have been proven to work quite effectively. Consumers respond very favorably to what they perceive to be “a good deal.”

7. Diners want to know that their food is fresh and is being prepared in a clean and safe environment. One recent trend has been the open kitchen, which allows diners to watch their meals being prepared, plated or both. While this isn't always logistically possible, informative videos can accomplish largely the same goal, by giving customers a peek into the kitchen and reassuring them that the food is being handled with the utmost care, in a professional and clean facility.
8. Digital menu boards can be used to offer useful community information and real-time quotes from customers via text messaging (SMS), which can be both amusing and informative for patrons.
9. By increasing the understanding of the menu items offered, order efficiency greatly improves. It also serves to enhance the dining experience by reducing long lines created by customers filled with indecision.



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### ***An Added Benefit: Internal Communication***

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*While the primary benefits of digital signage come from its relationship with the customer, the screens bring an added appeal to store management: Outside of normal business hours, they can be used for employee communication and training.*

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*One of the biggest challenges facing restaurants is ensuring a consistent, quality customer experience. Training staff from coast to coast on weekly specials and new products can be an overwhelming task. With a digital signage network, it's easy and effective. Staff morale is key to building a respected brand. As foodservice operations grow, it can be difficult to keep employees in the loop with regard to new developments and initiatives. With digital signage, companies can host both live and prerecorded training sessions before or after store hours, CEOs can speak directly to front-line employees and regional managers can host remote manager meetings.*

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