



# Quicken the QSR Experience with Digital Signage

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# Introduction

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In recent years quick-service restaurants have become major users of digital menu boards and other displays, and their number continues to grow due to the proven advantages digital signage offers over printed (static) menus and cardboard signs in terms of customer satisfaction, restaurant operations and sales.

## **What's happening today?**

QSR franchisees are converting their old restaurant and refreshing its look to keep in line with the corporate brand image. As they remodel they are incorporating digital menu boards to:

- 1) Keep up with screen-savvy younger generations that have come to expect a digital experience.
- 2) Realize the efficiency of automatic menu dayparting and real-time content control.
- 3) Deliver promotional messaging to customers waiting in line, whether it's about a new menu item, store event or limited time offer (LTO).

Digital signage applications for QSR include menu boards, drive-thru displays, promotional displays, self-order kiosks and infotainment displays. This eBook will cover the key benefits of digital signage for QSRs, and why LG is the right choice for a total QSR digital signage solution.



Smart Platform Digital Signage - 55SM5KE

## How Digital Signage Benefits QSRs

Digital signage can enhance the overall restaurant design, reinforce the brand identity, improve efficiencies and ensure content consistency in multi-site operations. It imparts a clean, modern look and offers numerous opportunities to display a wide range of information in engaging new ways. Simultaneously, the unique customer experience enabled by digital signage and interactive content helps cultivate customer loyalty and a desire to come back soon.

### Enhanced Customer Experiences

Perhaps the biggest benefit of digital signage for QSRs is speed. When customers can clearly see bright, well-organized menus and promotional content, along with high-resolution images of the food items, they can more easily make their decisions on the spot. This helps keep the lines moving so

customers can get their orders quicker, enjoy their meal and get back to their day – especially important if they’re on their work lunch break. Another benefit is a reduction in perceived wait time – by displaying entertaining content, such as video clips, customers are given something to do while they wait in line or at the table.

Self-order kiosks also improve the customer experience. Customers do not have to wait in line, ordering accuracy is virtually guaranteed, loyalty apps can be scanned and service is quickened with the order delivered to their table, or notification when it’s ready to be picked up at the counter. Self-order kiosks can also help increase sales as they recommend additional items during the ordering process.

## Effective Advertising

Digital menu boards and promotional displays can deliver marketing messages efficiently and effectively and are more likely to grab the customers' attention than static signage. Eye-catching graphics and short video clips promoting new items, high-margin items or special pricing increase upselling/cross-selling opportunities and the chance of impulse purchases.

## Effortless Menu Management

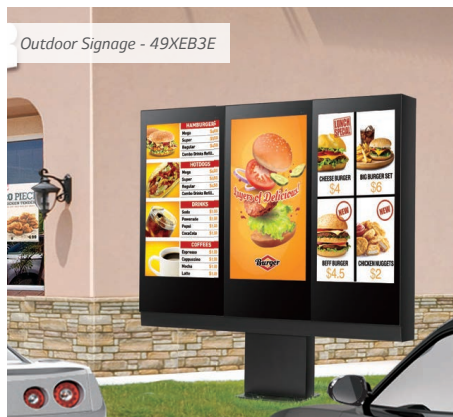
Digital signage can enable QSR business owners to have remote, centralized control of the displays and their content, which means that the owners can make menu changes or add new messaging at any time with just a few clicks. This eliminates the time and burden of manually replacing static menu boards and signs with updated ones, as well as the recurring costs associated with static menu updates, such as printing, shipping and installation.

## Automatic Dayparting

Automatic dayparting is a great advantage for QSRs. With a CMS partner or content management software, digital signage can offer the ability to seamlessly switch between breakfast, lunch and main menus according to a set schedule. This



eliminates the need for QSR employees to climb ladders behind the counter or run outside to the drive-thru and manually remove and insert menus throughout the day. Automatic dayparting can be done from a centralized location to cover multiple sites so that all menus switch simultaneously.



## Automatic Dayparting at the Drive-Thru

Consider the intangibles of QSR managers or employees not having to go outside in inclement weather to physically switch menus. With outdoor digital signage QSR managers can rest assured everything is taken care of. They have peace of mind knowing that their customers are seeing the right menus, the right images and the right promotional messaging at all the right times.

## Real-Time LTO Management

If the QSR has an upcoming LTO they can run a short promotional video clip on their displays so customers will know it's coming. And when it does, if the QSR runs out of that LTO item they can immediately remove it from the menu rather than have upset customers that want the product but cannot get it because it is sold out.

## Quick Overstock Promotion

Digital signage can help reduce wasted product and the associated lost revenue. If a QSR realizes they have ordered too much chicken, for example, they can ask their content management system (CMS) partner to create and run a short video clip promoting a manager's special on the chicken sandwich. This can quickly boost sales and reduce the excess chicken inventory that might otherwise reach its sell-by date and have to be discarded.

## Expanded Performance From the Drive-Thru

Approximately 60-70% of QSR business is done at the drive-thru.\* Having all-weather outdoor digital signage at the drive-thru can help increase sales in a number of ways:

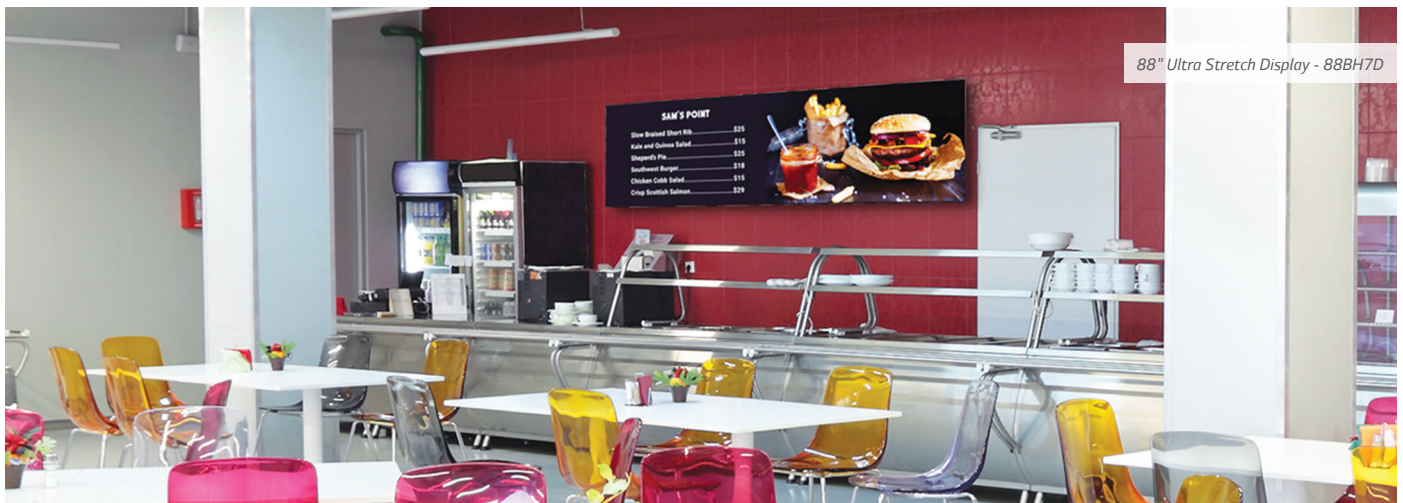
- **Presell** – Promote a new menu item at the drive-thru entrance.
- **Upsell** – Display high-margin items to entice customers into additional purchases.
- **Promote** – Display eye-catching LTO information and images of meal deals.
- **Highlight** – Prominently feature bestselling menu items to encourage quick sales and faster ordering.

## Increased Efficiency in Kitchen/Food Prep Areas

When integrated with the ordering system, digital displays in QSR kitchens and food prep areas can facilitate quicker, more efficient and more accurate operations because workers see exactly what needs to be made as soon as it is ordered. No more relying on little slips of paper.

***If it can't stand the heat...** Sometimes a restaurant owner will simply go to a big-box store and purchase consumer TVs or monitors to use in these areas. But that is always a losing battle. Consumer-grade displays are not engineered for 24/7 operation and use in harsh environments where steam, heat, grease and airborne particulates can affect their performance and shorten their life dramatically.*

Read on to learn why LG's industry-leading commercial displays are the right choice for QSRs.



# Why LG for QSRs?

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The QSR is one of the most demanding environments for digital signage, with many restaurants operating 24/7. And failure is not an option. Therefore it is critical that you choose commercial-grade displays that have been engineered for outstanding image quality, durability, continuous use in challenging environments and long-term reliability.

LG commercial displays are renowned for technology and features that can make the most of QSR applications:



## Outstanding Image Quality with IPS (In-Plane Switching)

Whether waiting in the drive-thru or standing in line it is important that customers can clearly see the content on the display. LG's IPS screen technology dramatically increases image quality and delivers wide viewing angles up to 178 degrees, where color accuracy and contrast remain consistent and data is legible. IPS is more stable and reliable too—there's no image distortion when tapping or rubbing on the panel.

## Durable Construction

LG uses high-quality materials in the construction of its commercial displays, with liquid crystal modules designed for better brightness and longevity. On the inside of most LG displays, conformal coating protects the circuitry against moisture, steam, grease, dust and other airborne particulates known

to damage electronic circuits. What's more, most models have built-in thermal management that provides high resistance to screen blackening defects at high temperatures up to 230°F / 110°C. Outdoor displays are sealed with an IP56 rated design for all-weather reliability. As a result, LG commercial displays are rated for 40,000-50,000 hours of product life even with 24/7 operation.

## Automatic Fail Over

The last thing a QSR needs is a blank digital menu board with a "No Signal" message. That's why LG engineers the displays with an automatic fail over function to enable automatic switching to other input sources if the primary signal is interrupted. It also enables the automatic playback of content stored on the display's embedded system-on-chip (SoC). Since a robust SoC can hold 8GB of content there's a lot to work with.

## Reducing Power Consumption

Energy-saving features can reduce monthly electric bills and lower the total cost of ownership (TCO):

- Auto Brightness Control automatically adjusts screen brightness depending on the ambient lighting.
- Embedded SoC enables a digital signage solution without the need for external media players.
- Fanless Design uses heat-dissipating vents for cooling rather than internal fans which require additional electricity.

## An Amazing Display of Innovation

LG offers a wide range of industry-leading commercial displays to suit virtually any budget. We offer a custom approach to each installation, making sure to meet the challenging needs of different QSR environments.

**Digital Menu Boards** – SM5KE Series standard performance digital signage in 32", 43", 49" and 55" class.

**High-Brightness Outdoor Displays** – New XE Series IP56-rated all-season 49", 55" and 75" class outdoor displays for drive-thru and outdoor kiosks.

**Ultra-Stretch Display** – 88BH5C 88" display with 58:9 widescreen format for wall mounted or floor standing applications.

**Open-Frame LG OLED Display** – 55EF5C 55" ultra-thin curved displays can be used in a variety of shapes to fit many different spaces.

**Transparent Displays** – WFB Series signage and LAT300MT1 LED film inspire new placements for digital content.

## Narrow Bezel Video Wall Displays – 55VH7B-H

55" displays with virtually borderless designs create multi-screen video walls for maximum immersion.

**Touch Overlay Kit** – KT-490 attachable touch screen easily changes standard digital signage into interactive signage.

**Smart TV Signage** – 55LV640S 55" display simultaneously broadcasts TV programs and QSR advertisements via the built-in TV tuner.

## Seamless Content Management

QSR corporate offices generally work with advertising agencies who create the digital menus and promotional content. QSR franchisees who get their digital content from the corporate office may work with CMS partners who will run the content according to schedule. Some QSR owners work directly with ad agencies and/or CMS partners, and others prefer to create and manage their content in-house. In any case, LG offers the solutions to ensure content creators and managers have powerful tools for seamless operation.





- Digital Signage SuperSign™ is LG's all-in-one content management software that allows user control of displays and media players. SuperSign includes a client-side PC Editor for creating and editing content, and a server-side Web Editor.
- LG webOS for Signage is a web-based platform that works with the displays' embedded SoC and eliminates the need for external media players, thereby simplifying installation and maintenance. The plug-and-play solution only requires a network and code—and the user is ready to display content.

### Industry-Leading Service and Support

LG commercial displays include 3-year commercial warranties. With LG you are free to focus on your business, not the displays. LG service options place you in good hands with speedy customer support

that's tailored to your needs and extends throughout the entire product lifecycle.

- LG Enhanced Service Plans help protect commercial displays with extended service coverage that brings peace of mind.
- Quick Swap (Advanced Exchange) minimizes display downtime by offering accelerated return shipping and delivery with Next Business Day or 2nd Business Day options.
- White-Glove Quick Swap (Advanced Exchange) pairs clients with an LG authorized technician who will meet them on-site for the removal, return and reinstallation of the display.



## Conclusion

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In the QSR business, time is money. That's why menus, promotions, LTOs and other messaging must be communicated quickly, clearly and effectively. When choosing a commercial display manufacturer it pays to partner with an industry leader: One that offers a total QSR solution with the durability, reliability and world-class service and support to ensure uptime, all the time. Learn more at [lgsolutions.com](http://lgsolutions.com) or call 1-800-897-8788.

**Let us help expand your business.**



*\*The 2016 QSR Drive-Thru Study  
[www.qsrmagazine.com/reports/2016-qsr-drive-thru-study](http://www.qsrmagazine.com/reports/2016-qsr-drive-thru-study)*

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