SQUIRREL

Level Up With Transformative Technology

Agenda

- What are transformative technologies?

- What benefits does leveling up these capabilities provide?

- How to prioritize implementation for your operations.

- What does the future hold – AI/ML, Robotics & Automation?

- Questions or discussion.

What Are Transformative Technologies?

TECHNOLOGIES THAT CHANGE HOW A TASK OR PROCESS IS ACCOMPLISHED

Transformative Technologies

ACHIEVE ONE OF TWO GOALS

1. **Solve an operational business problem**
- **Labor shortages**
- **Errors leading to waste**
- **Inconsistent Brand representation**

2. **Increase guest satisfaction and stickiness**
- **Faster, more responsive service**
- **Rewards for patronage**
- **Consistent excellence**

Specific Capabilities

- **Table-side Ordering & Payment**
- **Guest Data Programs (CRM)**
- **Kitchen Automation**
- **The Rise of Cloud**

A Look at the Benefits

Mobile POS & Table-side Ordering & Payment

Brands that deploy tableside order and pay solutions see faster table turns and higher check sizes without adding more servers.

31%
FASTER TABLE TURNS

65%
REDUCED SERVER IDLE TIME

https://www.squirrelsystems.com/wp-content/uploads/2021/07/Squirrel-Patio_Profitability_05-2021.pdf

Tableside Ordering
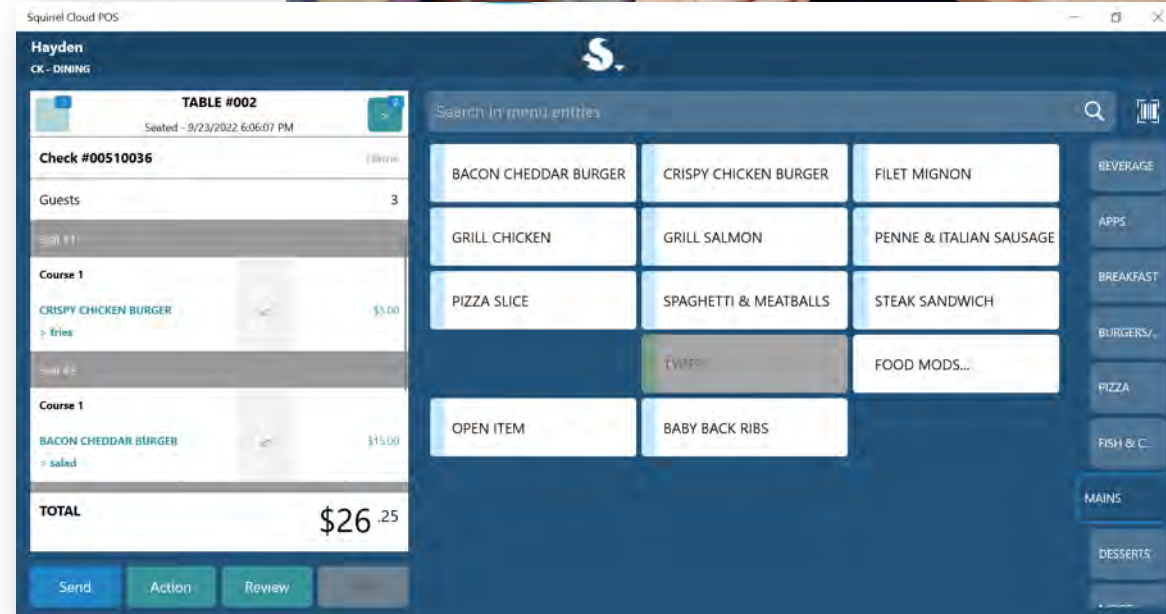
Take Orders from Anywhere

Table, Counter, Patio

Transact How Your Guests Want

Seamlessly transfer guest from bar to table, share items, or splitting payments

Handle Large Groups with Ease

1-click seat ordering, large check view

Order & Pay Experience

Higher Guest Satisfaction

Faster service, mobile payments

Less Errors, Lower Costs

Integrated with POS, No manual entry of check amount

Increased Tips

Higher guest satisfaction, recommended tip amounts
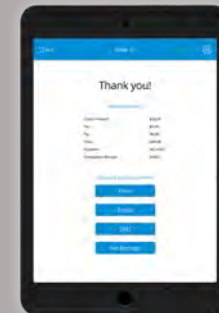
Dedicated Order & Pay-at-Table

Complex Menus, Large Checks, Bill Printing

All-In-One Order & Pay

Pinpad All-in-One

Small menus, small checks, limited complexity

Tablet All-in-One

Complex menus, large checks, advanced POS functions

Guest Data Programs (CRM)

5% = 25%+

5% INCREASE IN GUEST RETENTION CAN LEAD
TO A 25% OR MORE INCREASE IN PROFITS

65%

GUESTS WHO ARE MEMBERS SPEND
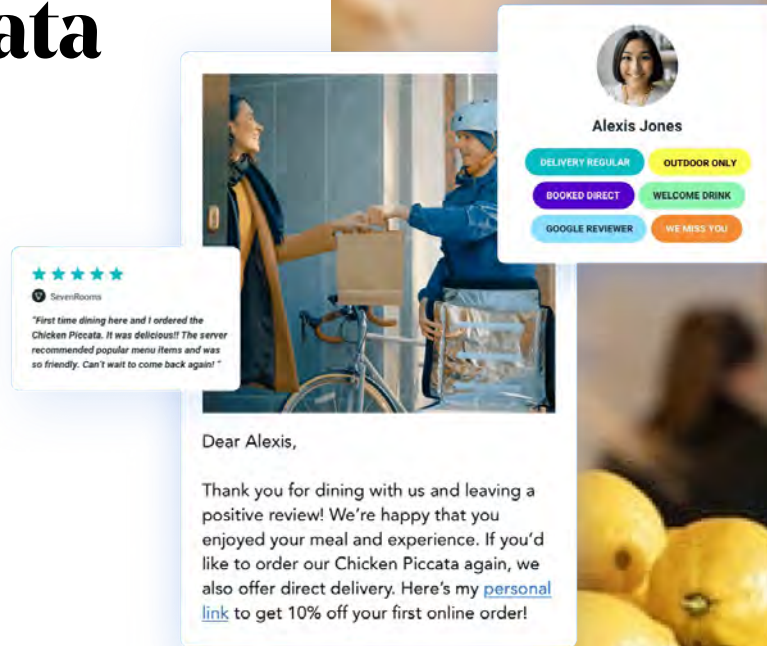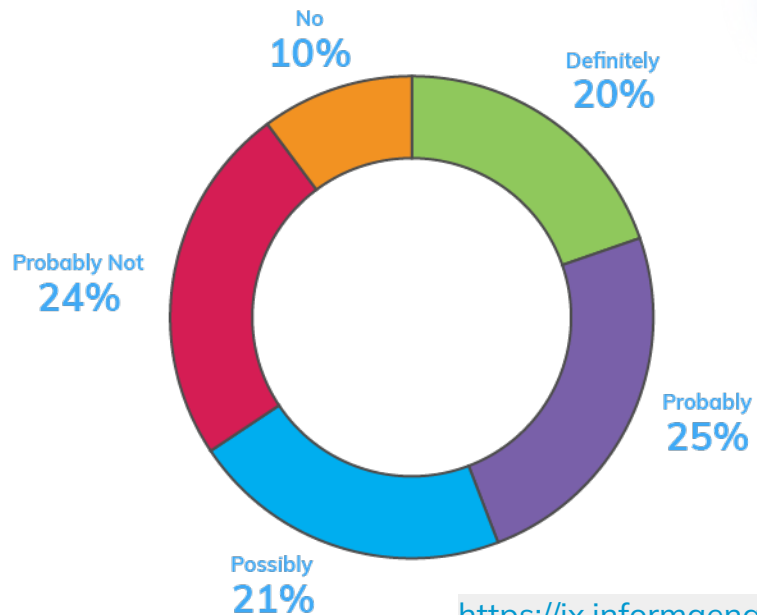UP TO 67% MORE THAN NON-MEMBERS

https://hbswk.hbs.edu/archive/the-economics-of-e-loyalty

Owning Your Guest Data

Own Your Guest Data

Gather insights into guest preferences to enhance and personalize the guest experience.

Does your organization optimize the customer data it collects?

No
10%

Definitely
20%

Probably Not
24%

Probably
25%

Possibly
21%

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Kitchen Automation

60%
UP TO 60% REDUCTION IN AVERAGE TICKET TIME

16%
REDUCTION IN FOOD WASTE

Increase order flow and reduce errors with centralized order management and kitchen displays, tracking orders from any source, and providing insight into timing, modifiers, and other guest requirements.

https://www.squirrelsystems.com/wp-content/uploads/2024/03/ConnectSmart-Kitchen-ROI.pdf

Kitchen Automation

Paperless Kitchen

Eliminate need for printing and handling tickets, saving costs and time
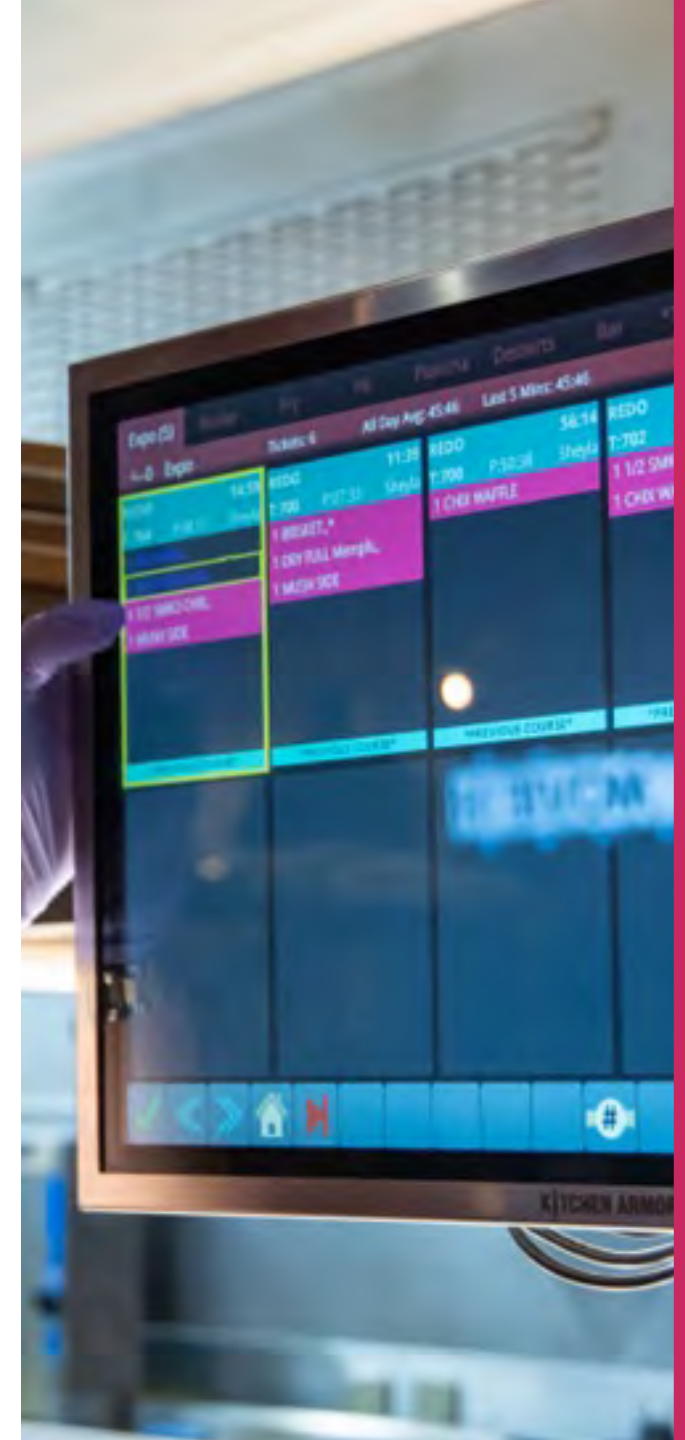
Capacity Management

Throttle incoming orders, based on kitchen workload

Back-of-House Solution

Improves kitchen workflow, reduces ticket times, increases food quality and order accuracy

Which Back-of-House Features Are Most Important?

Reducing food waste	35%
Reducing errors by kitchen staff	33%
Accelerating ticket times	29%
Eliminating bottlenecks	22%

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Cloud Platforms on the Rise

80%

80% OF ORGANIZATIONS THAT SWITCH TO CLOUD REPORT SIGNIFICANT COST SAVINGS

24%

COMPANIES OF 100+ EMPLOYEES REPORT IT SAVINGS OF 24% ON AVERAGE WITH CLOUD

60%

60% OF ORGANIZATIONS THAT SWITCH TO CLOUD REPORT ACCELERATED TIME-TO-MARKET FOR NEW FUNCTIONALITY

https://gitnux.org/cloud-cost-savings-statistics/#:~:text=80%25%20of%20financial%20service%20firms,%2Dbased%20system%20is%2024%25.

Restaurant Cloud Solutions

Zero Mission Critical Hardware On-site

☑ Full-service restaurants don't want to manage hardware anymore

Higher Reliability & Scalability

☑ Quickly spin up new sites and transfer up-time responsibility

Real-time Reporting & Analytics

☑ Provide managers with the insights they need to make critical decisions
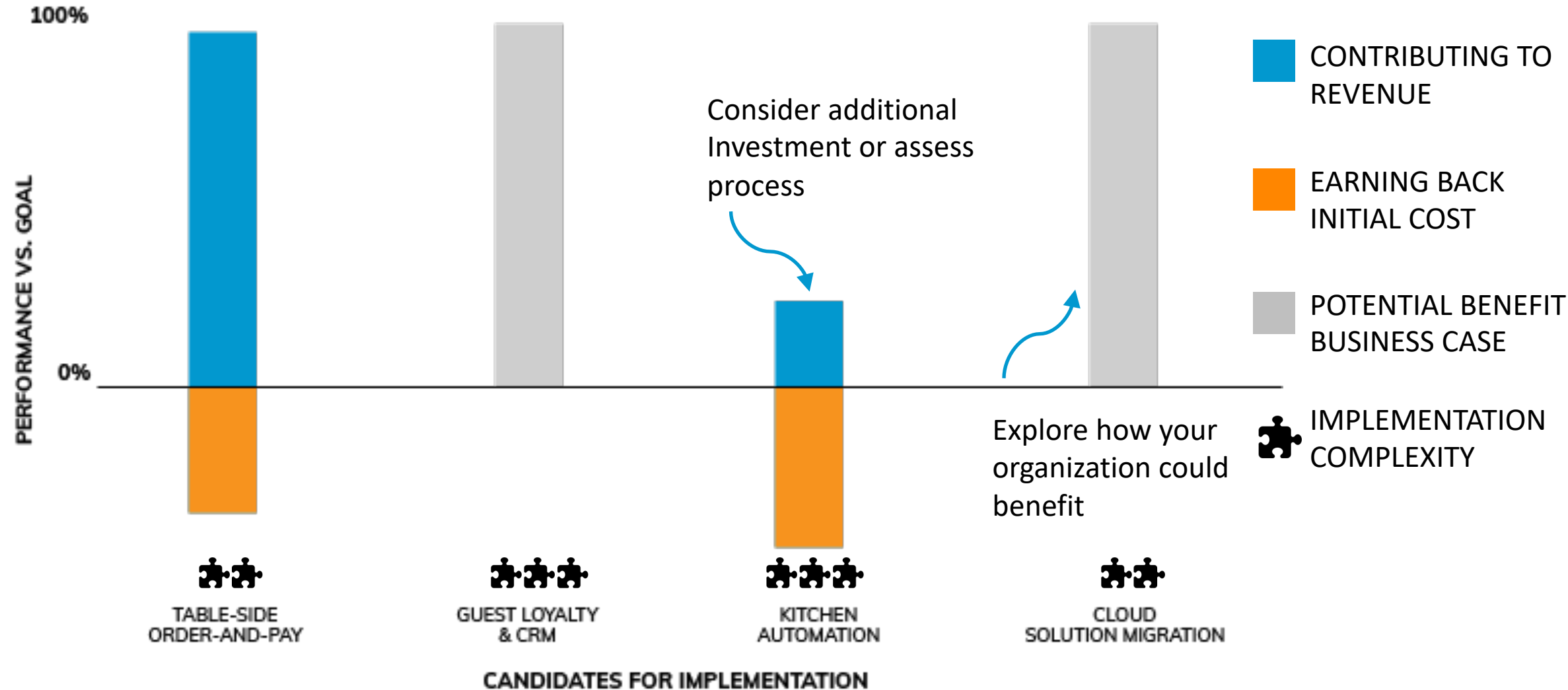
Central Management & Integrations

☑ Able to control operations and integrations from a centralized point

How to Prioritize

How to Prioritize

BRING EXISTING CAPABILITIES UP TO PAR, IMPLEMENT THE HIGHEST IMPACT NEXT
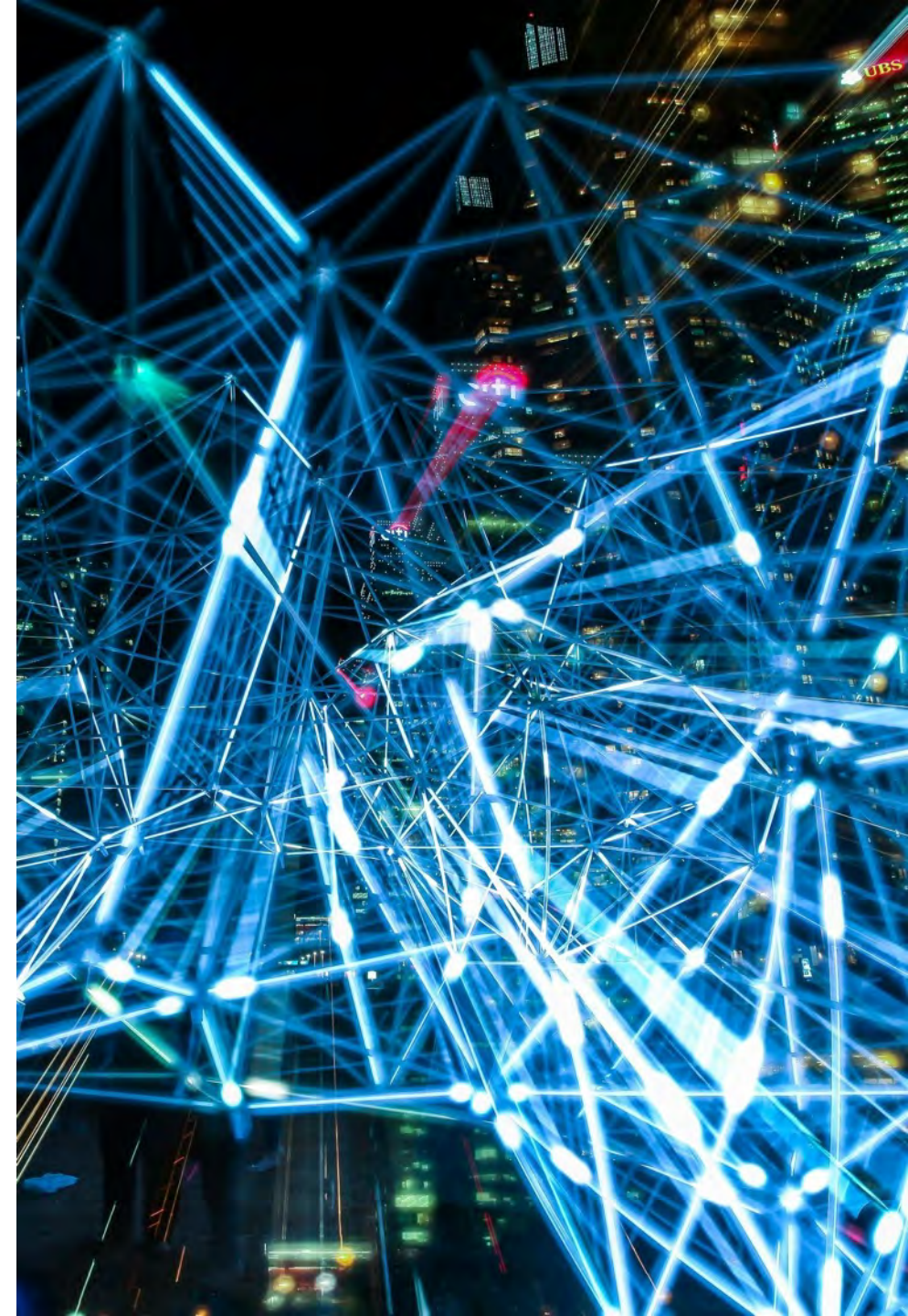
What Does the Future Hold?

- Expect the break-through innovations we're seeing elsewhere to come to hospitality:

  - AI/ML
  - Robotics and Automation
  - Internet of Things (IoT)
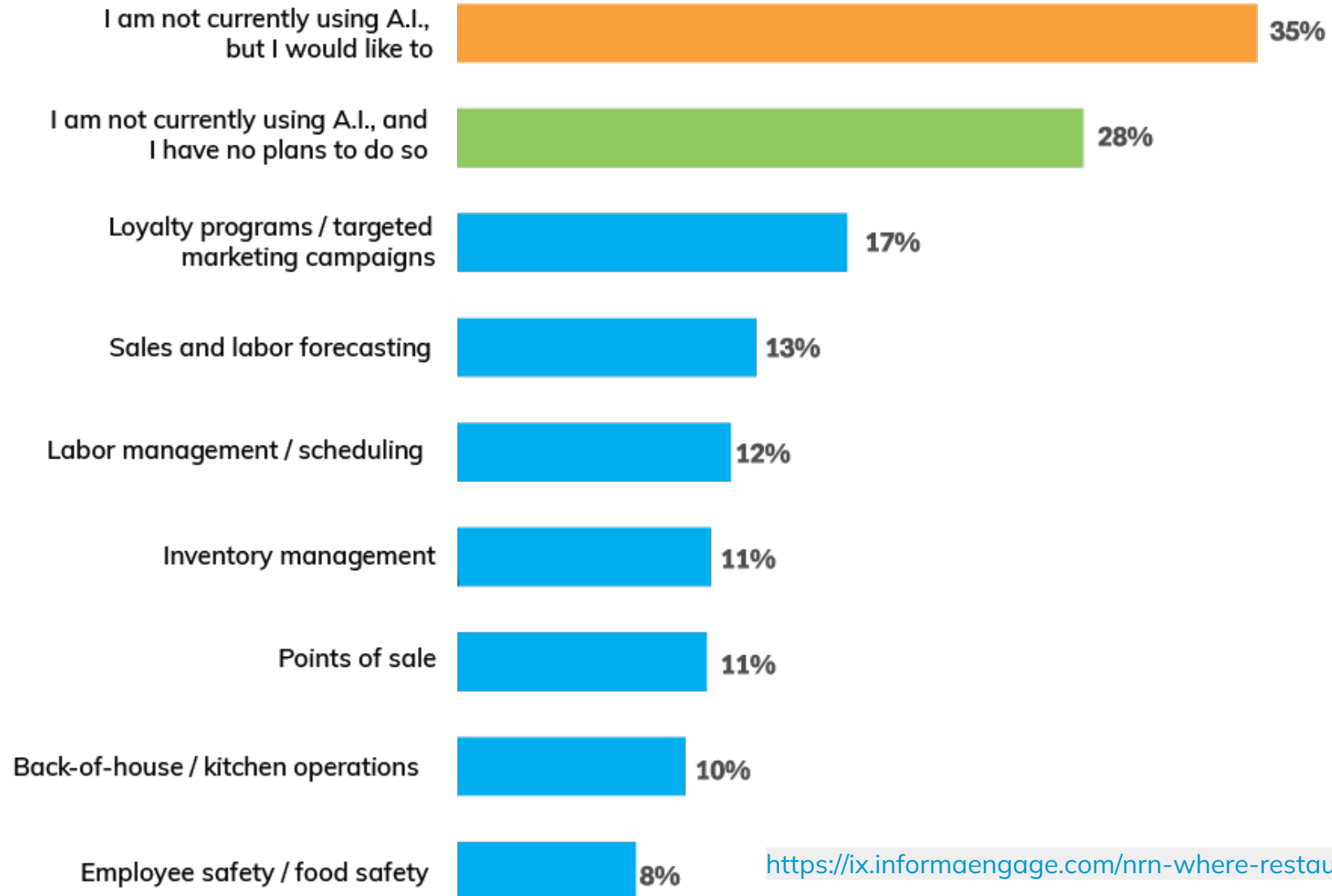 - Voice Recognition & Ordering

AI/ML

- Predictive Models
  - Forecast Demand
  - Optimize Menus
  - Predict Inventory Patterns
  - Reduce Waste

- Generative AI
  - Virtual Assistants and Chatbots for Ordering & Guest Service
  - Personalized Automated Marketing
  - Customized Menu Options

How Is AI In Use Today?

I am not currently using A.I., but I would like to	35%
I am not currently using A.I., and I have no plans to do so	28%
Loyalty programs / targeted marketing campaigns	17%
Sales and labor forecasting	13%
Labor management / scheduling	12%
Inventory management	11%
Points of sale	11%
Back-of-house / kitchen operations	10%
Employee safety / food safety	8%

https://ix.informaengage.com/nrn-where-restaurant-technology-is-headed

Robotics & Automation

- Perform Repetitive Tasks Consistently
  - Basic Line Cooking
  - Automated Bar Service
  - Kitchen and Site Cleaning
  - Food Running
- Reduce Labor Reliance
- Free Existing Staff to Concentrate on Personalized Guest Service