

How **Kiosks** can help your business thrive

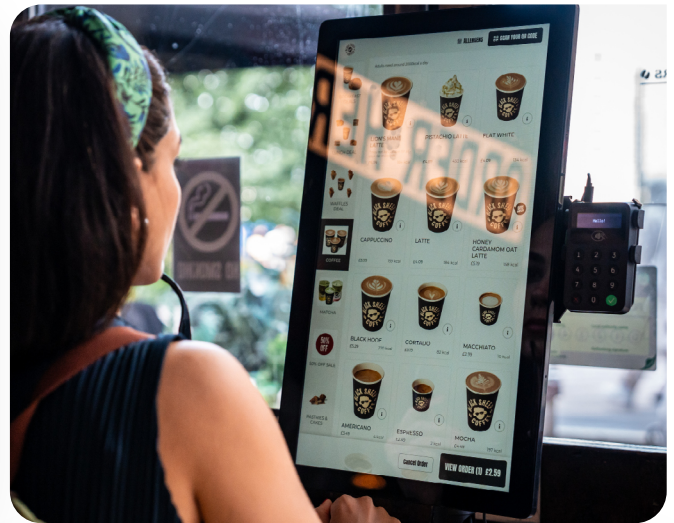




3 quick benefits of Kiosks

Reduce labour costs

The beauty of kiosks is that they allow operators to outsource order taking to their customers. With the industry facing unprecedented costs of labour, kiosks can help alleviate external pressures. With customers self ordering, operators can cut back on staffing costs by reducing the number of staff they have on shift during quieter periods.



Increase ATV

61% of customers spend more when placing orders through kiosks compared to ordering at the till. A good kiosk experience lets customers explore the whole menu, providing enticing images, thorough meal details and a full range of optional extras. Kiosks never forget to upsell with sides, meal deals and targeted promotions through loyalty programmes.

Increase throughput

Kiosks can cut queues by up to 50% and reduce the risk of losing customers to the back of the queue during peak hours. In a traditional set-up, taking orders often becomes an operational bottleneck, limiting takings during peak hours. Kiosks increase order-taking capacity exponentially; reducing wait times, attracting more customers and allowing operators to take more orders than through an EPOS.



“Self-order kiosks are the future of fast-food restaurants. By making them our main in-store ordering method, it’s freed up labour to the extent that it’s like having one additional employee.”

Bridie Fox, Operations Director, I am Doner



Reduce labour costs

With labour costing more than ever thanks to increases in the minimum and national wages, the savings self order kiosks can bring to your operation will become crucial.

By redeploying staff to back-of-house operations or customer support roles, you'll increase throughput, speed up meal preparation and create a better customer experience.

Plus, with customers self ordering, operators can cut back on staffing costs by reducing the number of staff they have on shift during quieter periods.



BUBBLE CI-TEA

Kiosks are a no brainer to most businesses these days. We're seeing huge success from kiosk. Increased ATV, increased throughput every hour, and that's without adding any staff members on the shift. So we reduce labour while increasing the spend per head, which means a much better operating business.

Mateusz Kapciak, Head of Operations and Business Development, Bubble Ci-Tea



Self-service doesn't have to be about cutting staff. **Think of it as reimagining your labour model:** freeing up team members from more mundane tasks and training them to take on more dynamic responsibilities.

For example, McDonald's made the decision to redeploy some of their team to deliver food ordered at the kiosks to a customer's table, leading to a better experience for customers and team members.

As Bridie Fox, Operations Director at I am Doner highlights, "During service, we can focus more on customer service and supporting the kitchen team. Out of service, we can keep on top of cleanliness and compliance and it has cut our close-down from two hours to just one."



Increase average transaction value

No one can upsell more effectively than a Kiosk. It's one of the most important advantages of a Self-Service Kiosk, with Vita Mojo customers seeing **ATV increase by as much as 40%** thanks to smart menu recommendations.

Kiosks can encourage higher spend at every point of the order journey, without being intrusive for the customer. From meal deals and upgrades, through to smart basket recommendations at check out, Kiosks help to maximise the value out of every order.



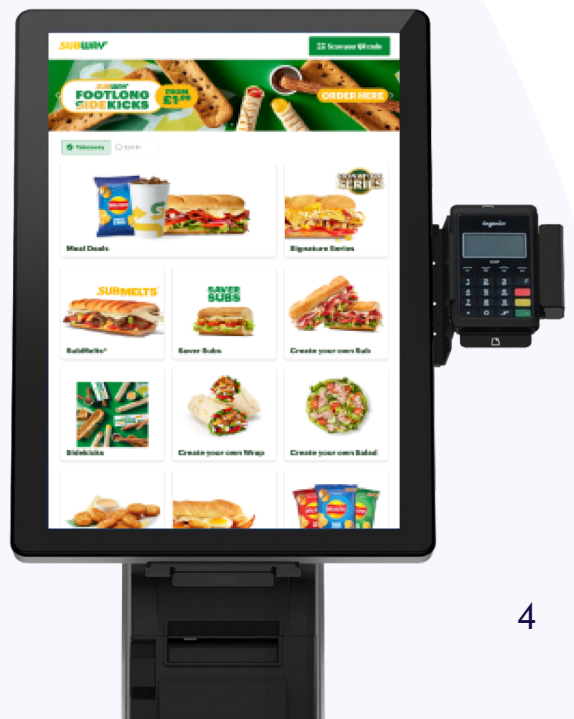
LEON

We did a study and compared non-kiosk with kiosk restaurants, and found that when in restaurants that had kiosks, we had a higher ATV's and average transaction value. We've seen that we're able to have a high penetration of shoulder categories and meal deal upsells. Digital ordering has had commercially positive impacts in multiple ways; it's been fantastic.

Mariam French, Marketing Director, LEON

Customers have more freedom to browse the menu and tend to feel more relaxed, which naturally lends itself to upsells.

And with the customer in control of inputting their order, there is also less danger of time-strapped cashiers mishearing or misinterpreting an order, reducing overall margin for error.





Increase throughput

People queuing round the corner to buy your food might feel good, but the reality is it's probably costing you sales.

81% of customers find restaurant queues frustrating, with **61% admitting they'd leave and go elsewhere if they had to wait more than 10 minutes.**

In the traditional quick-service set-up, taking orders often becomes an operational bottleneck, limiting takings during peak hours. Self service kiosks increase order-taking capacity exponentially; reducing wait times, attracting more customers and allowing operators to take more orders than through an EPOS.

Smart use of kiosks can cut queues by 50% and reduce the risk of losing customers to the back of the queue during peak hours.



CUPP

We use kiosks in our store powered by Vita Mojo which allows us to be more productive and decrease labour day to day.

Paul Tanner, Managing Director, CUPP





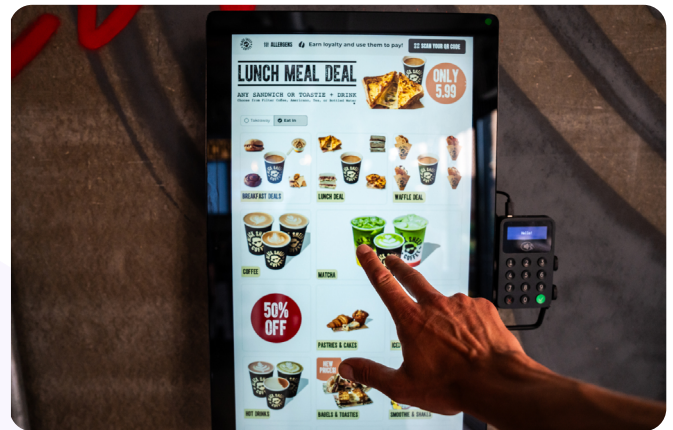
Better customer experience

Digital ordering channels, such as kiosks can be fully customised and branded.

Customers love this. They want clean and stylish user interfaces that will engage and delight them whether they are on or off your premises.

63% of customers say they actually find it easier to browse menus on a kiosk rather than queue and order in the traditional way. **A massive 95% of Gen Z consumers prefer to use them.**

Research from Vita Mojo
in partnership with KAM, 2022



And it's easier to **encourage higher spend across kiosks too, without being intrusive.**

Yes, it is possible to grow ATVs and increase upsells alongside better customer experience.

In recent years, bakery and café chain GAIL's have made the switch to a more digital – and centralised – approach to their channels. It has enabled them to offer a more consistent



GAIL's

"We are delivering a better service, and we are now in a strong position to add more channels for future growth."

Rosie Hill, Head of Ecommerce, GAIL's



Tossed

The power of Self-service Kiosks



Fully customisable, made-to-order and masters of digital adoption, Tossed made the move to become fully digital in 2016, making kiosks their main in-store ordering method.

21%

**increase in
Kiosk ATV**

66%

**of orders with
customisations**

31%

**increase in
Click & Collect ATV**

Tossed's digital transformation has meant that it can now take and fulfil a higher volume of orders. Kiosks enable front-of-house staff to focus on food preparation, with increased speed and quality, and hosts can provide more meaningful interactions with guests.

Customers now also have time to browse the menu without feeling rushed by a long queue behind them or a staff member behind the till. The platform's high level of customisations and smart upsell features have meant that customers are able to completely tailor their meal to their personal taste in just a few clicks.

All Tossed orders - whether from Click & Collect, Kiosks, or third party delivery channels - feed straight through to the kitchen in one single system; creating a calm and organised environment for staff to operate in.

Vita Mojo's integrated digital ordering means that customers see the same menu and the same powerful branding no matter how they order. Tossed can see their guests' favourite orders, offer personalised discounts and keep them coming back.

And with every menu managed in the same system, the team don't have to dedicate hours to making small changes multiple times, freeing them up to spend that time more valuably.



"We have in-store kiosks which run the same menu as the online menu, and then using VM we can also manage our delivery partners menu off the same platform. Whereas in the old world we'd have to update the in-store menu, online menu, uber eats menu, everything had to be done separately. Now everything's available in one platform to update everything. That's been a huge time-saver in terms of efficiency for me and the team at head office."

Angelina Harrison,
Brand Director, Tossed



Kiosks help you build a future-proofed business

With labour costs at an all-time high, many operators are looking for a quick fix to protect margins.

But it's not as easy as cutting staff. Operators need solutions that transform how they operate with fewer people.

That's where kiosks can make a real difference:

- Move staff from order-taking to guest experience
- Drop repetitive tasks without sacrificing service
- Increased throughput even during peak
- Improved order accuracy and less wastage

Restaurants using kiosks aren't just surviving—they're building stronger, more profitable operations.

Want to see how kiosks can transform your restaurant? Let's talk.

**Book a 30-minute
Kiosk consultation today**

