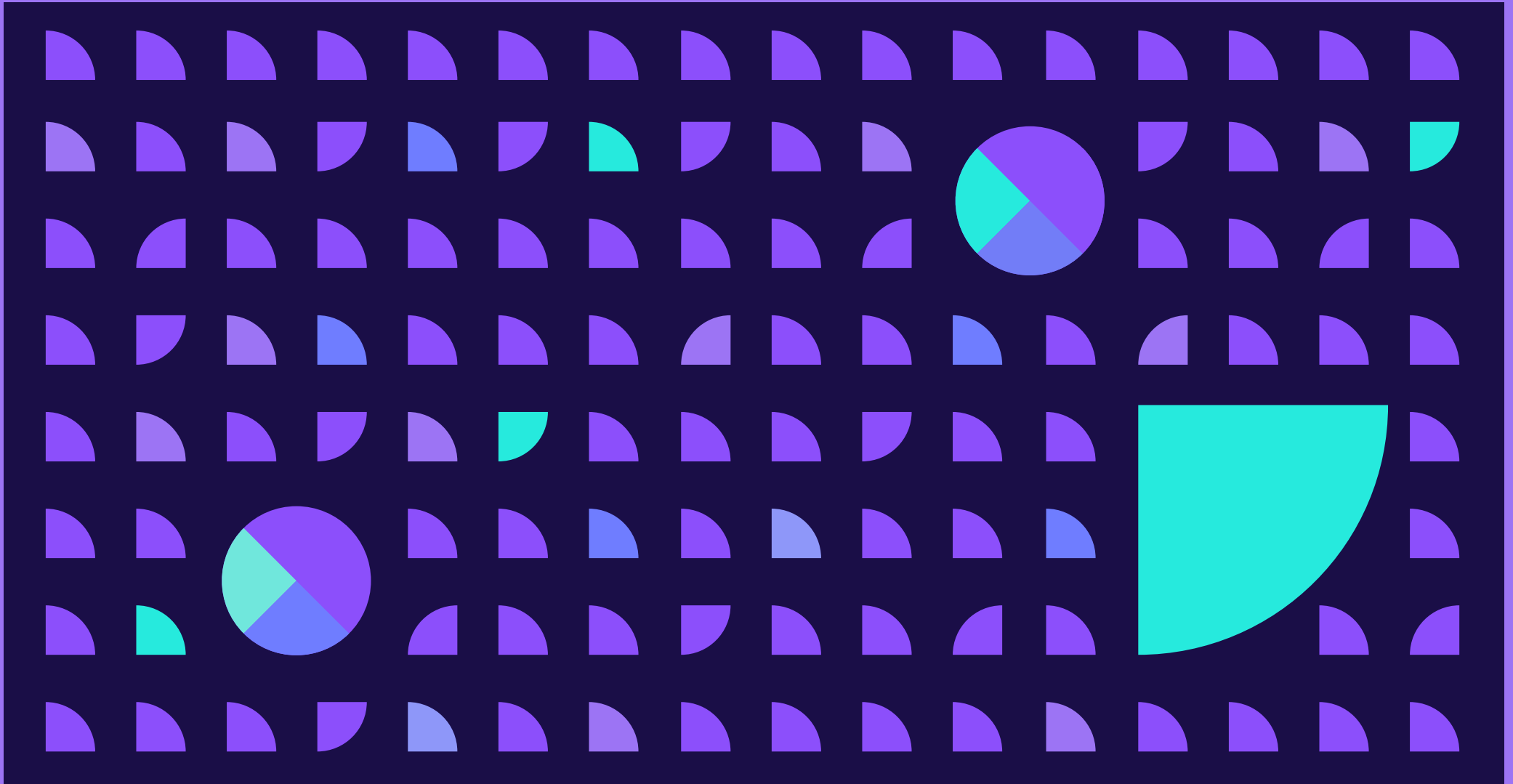


# How to audit your restaurant tech stack





# Introduction

Deliver efficiency and revenue growth, despite difficult economic circumstances.



With so many parts of the business impacted by the right or wrong tech, it can be difficult to decide whether to invest in new tech.

With the pressure to deliver increased revenue and footfall and the demands of ambitious expansion plans, you can't afford to waste time and money on inefficient tech. Yet 56% of restaurant operators have frustrations with their POS provider, a number that rises to a staggering 87% for the largest business size.

It's not impossible to have a restaurant tech stack that actually delivers the efficiency, revenue and success it was meant to. Forward-thinking brands like McDonald's, YO! and LEON are all powering tech-led growth despite consistently tough trading conditions.

It's a matter of choosing the right tech setup for your unique business requirements, with the right partner that's invested in your success.

But before you can even consider a new investment, you have to determine whether your existing technology is serving its purpose and allowing you to grow your business.





# 01 Understand your current tech stack and **identify inefficiencies**

Before you can make meaningful decisions around any changes to your tech stack, you need to fully understand your current setup.

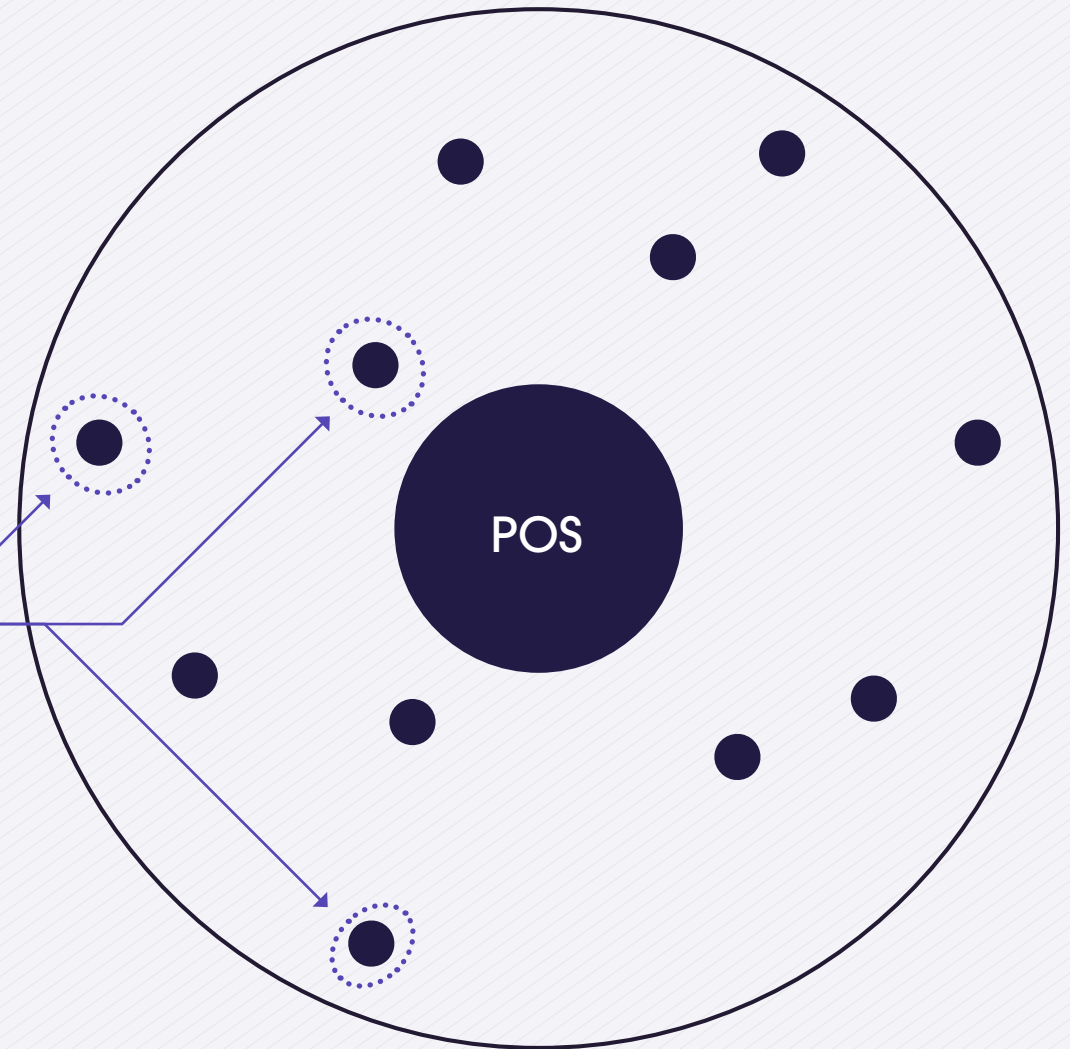


With the huge amount of tech suppliers and combinations out there, this can be a more complicated task than it first appears.

We recommend spending time analysing your current tech stack from top to bottom and literally drawing it out element by element. This will give you a more thorough and realistic view of the tech you're using and how it might be affecting the efficiency of your operation.

STEP 1

Start by drawing out exactly how many providers you work with, circling around your POS in the middle. Once you've determined how many providers contribute to your tech stack, the next step is to work out exactly what they deliver.

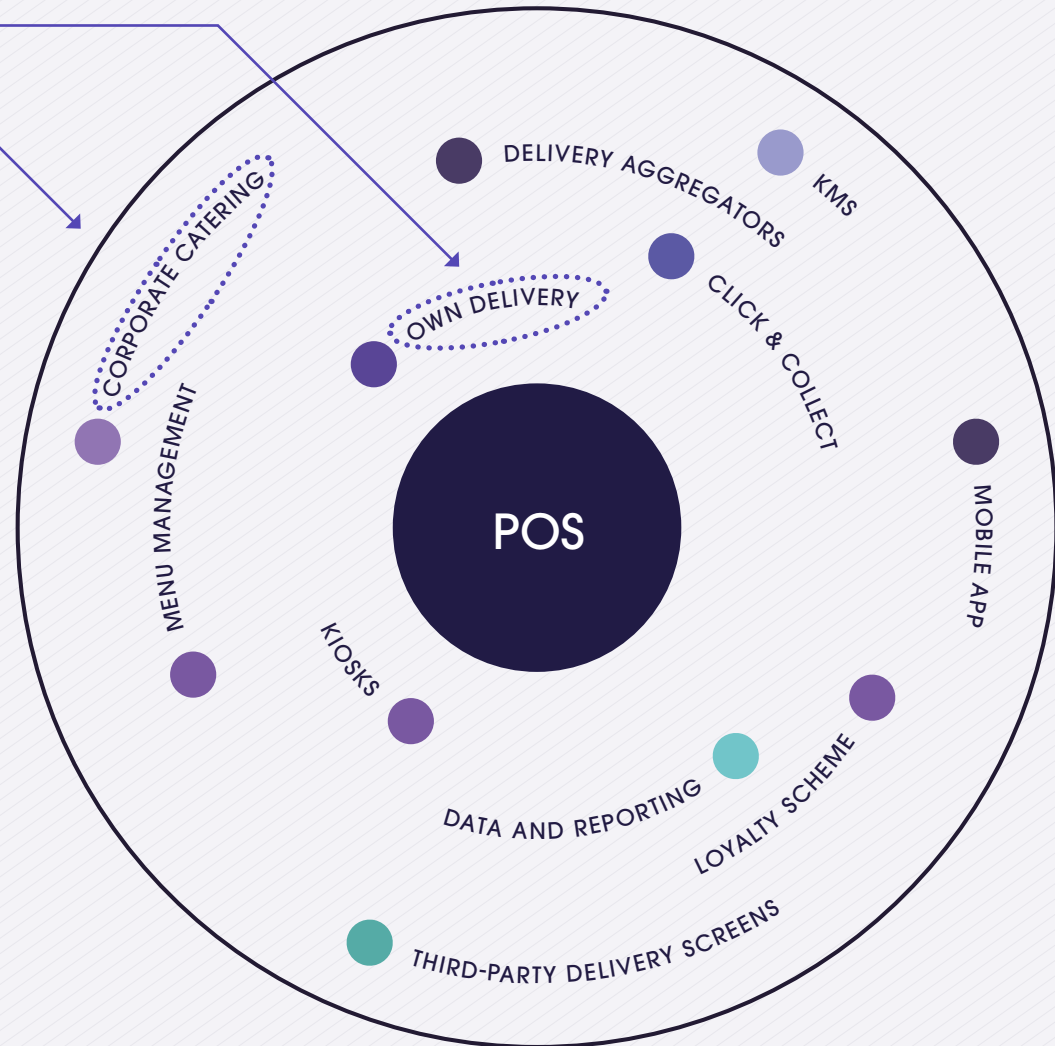




STEP 2

**Break the providers down into the separate services they deliver and label each one.**

You might find yourself adding more dots to your drawing as you break the providers' services down. One provider might deliver all your digital ordering channels, but these should be broken down into each separate channel e.g 'kiosks' and 'Click & Collect'.





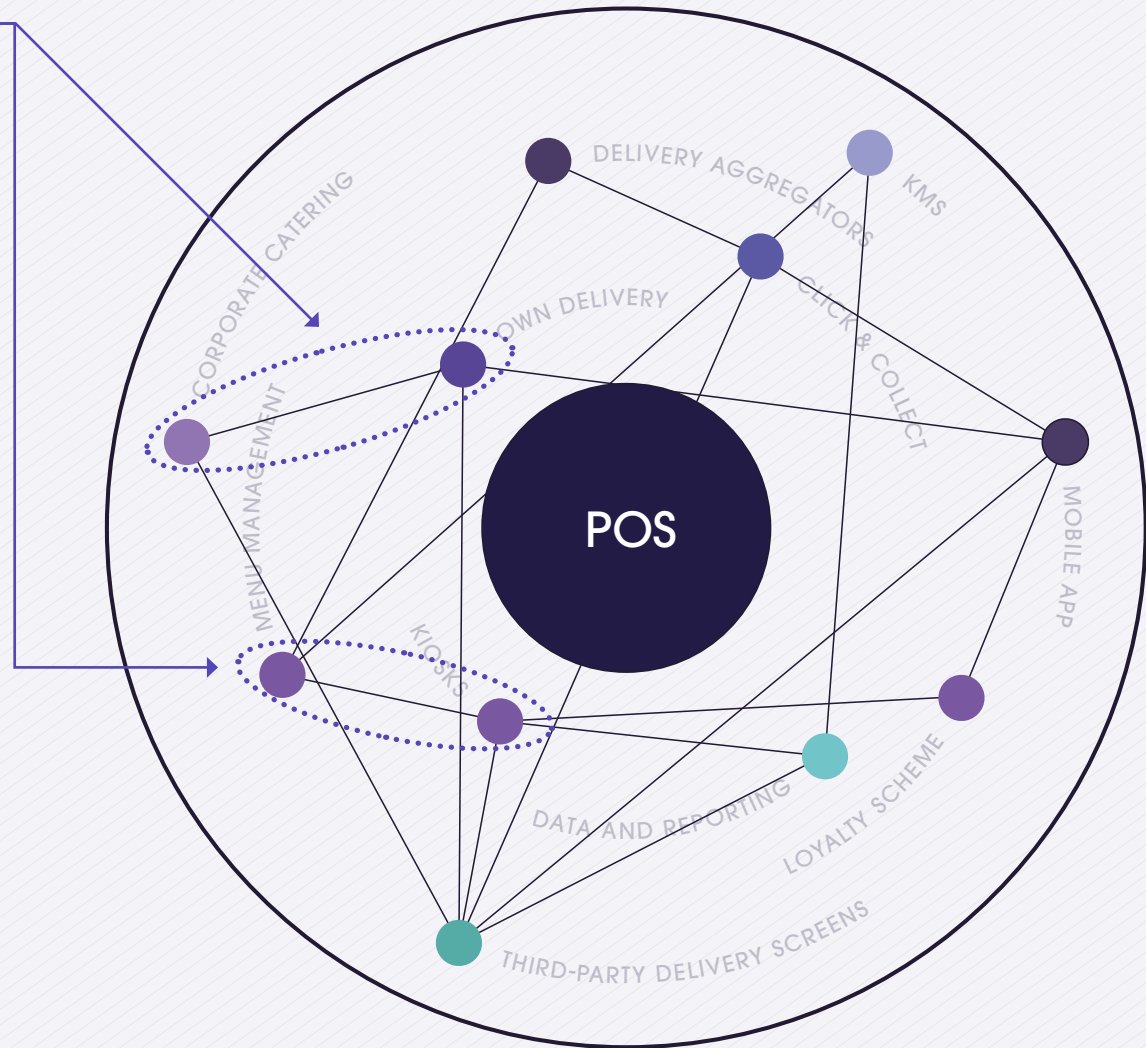
### STEP 3

**Draw lines connecting each element to reflect any integrations that need to happen to make them work. For example, does your loyalty scheme need separate integrations to each of your order channels (app, website, offline paper-based)? How does your KMS integrate with your channels?**

The final step is to identify inefficiencies within this setup. Where are integrations costing your team excessive time? What points in your operation are being overcomplicated by multiple providers?

For example:

- How long does it take to update multiple menus across channels?
- How long does it take to collate sales data from across your sites and order channels?
- How easy is it to create management reports across your operation to understand performance and identify areas for improvement?
- How long does adding new order channels or locations to your tech stack take?





NEXT STEPS

## Understand your business goals

Consider how tech aligns with your business goals and targets. Identify within your current tech stack exactly what is stopping you from achieving these, and map any new tech against how it will drive your business to succeed.

### TOP 2024 GOALS FOR HOSPITALITY OPERATORS

**54%**

Growing repeat and new customers

**52%**

Improving customer experience

**64%**

Increasing profitability

**36%**

Reduce costs of doing business





If you're starting to think about new tech, you need to consider how it will increase efficiency across your business.

**Over half** of operators report that **not having enough time** is a significant barrier to the above sorts of business goals. And yet, **only 28% of operators** reported **improving efficiency** as a **top focus** area for the business.

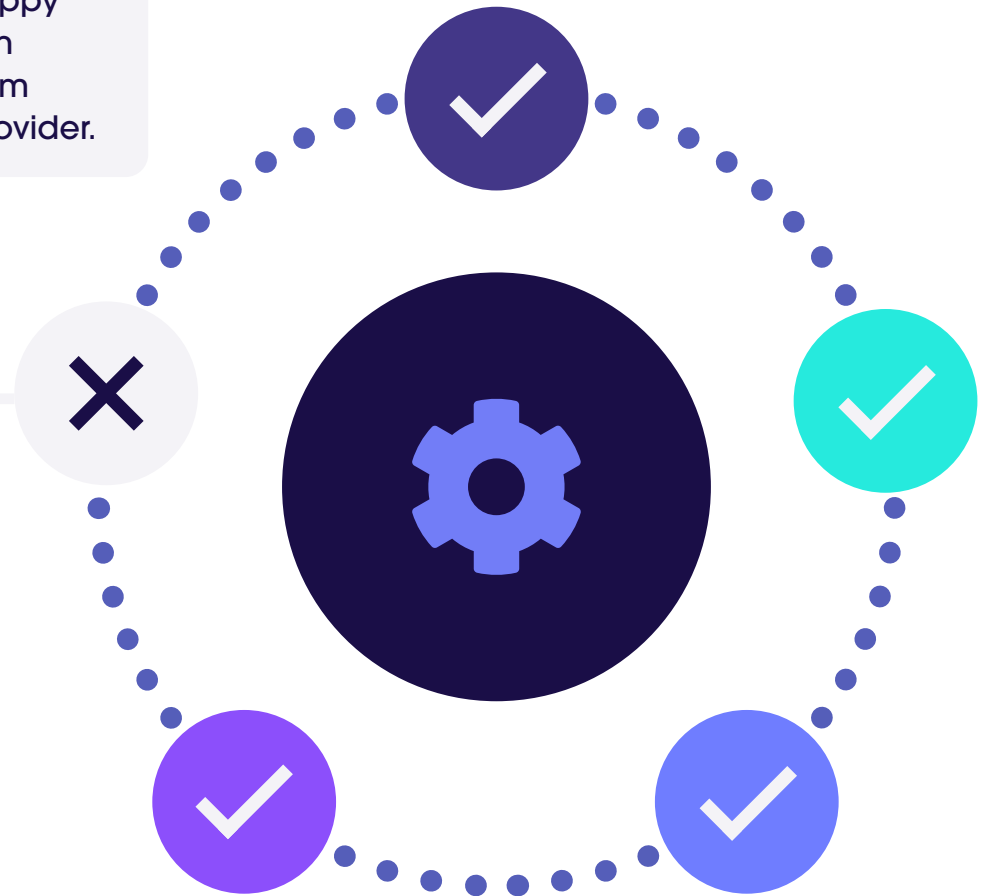
So the first - and arguably most important - consideration when deciding on new tech is to ask: how will the tech improve efficiency across my entire operation? All vendors will claim to improve efficiency, so your job as the buyer is to investigate and validate that claim.

Think about the support you receive across your tech stack, too, and how this will impact your ability to meet your business goals.

Which of your providers understand your business targets, and are actively working to meet them? How many tech vendors provide support for a single aspect of your business? If you experienced downtime - which impacts your ability to achieve company goals - how quickly were these issues resolved and what was the financial impact?

# 1 in 5

operators are unhappy with the level of tech support they get from their current POS provider.





# 02 What are the most valuable questions to ask when auditing your tech?

There are nine fundamental questions to ask yourself while exploring your existing tech stack.



Armed with the discovery you've already made, these questions should help you conceptualise how your tech solves challenges and unlocks growth - while also identifying (and avoiding) the tech that will add complications further

1. Does your tech increase efficiency and decrease complexity?

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2. Does your tech help increase revenue and growth across channels?

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3. Does your tech make your operation more robust and reliable?

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4. Does your tech empower data-driven business decisions?

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5. Does your tech take the pressure off your labour model?

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6. Does your tech scale and develop with your business?

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7. Does your tech help you deliver an omnichannel guest experience?

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8. Is your tech delivered by a partner that understands and supports your business?

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9. What is the ongoing cost and long-term value?



If you need help answering these questions, book a free tech audit with one of our Hospitality Solution Experts:  
[www.vitamojo.com/book-a-tech-audit](https://www.vitamojo.com/book-a-tech-audit)



# 03 An efficient tech stack in practice

By taking a holistic view of restaurant tech, and focusing on efficiency as the driving force behind choosing it, it's possible to unblock the path to profit and deliver exponential growth. For an example, look no further than your local McDonald's.



Much like the golden arches themselves, McDonald's self-service kiosks have become a true hospitality icon.

But whilst McDonald's built most of its tech in-house, most operations can't come close to matching the resources needed to do so at scale. In fact, McDonald's invested over £250m in redesigning 200 locations to suit the rise of omnichannel ordering – that's £250m just for the UK and Ireland.

**So how can operations with less resources enjoy the same success with introducing new tech into their operation?** The most important takeaway is that tech doesn't end at the order screen. The fast-food giant didn't just dive straight in and introduce kiosks - it took a bigger-picture view of the entire operation and revolutionised it at every level, together.

McDonald's uses this ecosystem to not only take more orders across extra channels, but set the kitchens up to actually deliver these at the expected quality. It's enabled the brand to maintain its position as the best-performing QSR in terms of revenue growth and resilience.



**As well as kiosks, the McDonald's tech ecosystem is renowned for:**

- ✓ Kitchen management system and collection screens
- ✓ Third-party delivery
- ✓ Mobile Order & Pay
- ✓ Collection screens and KDS
- ✓ Omnichannel, customer-facing loyalty scheme with points

**How can you build your restaurant tech to mirror the success of McDonald's?**

McDonald's' success might seem like a result of its massive resources, but it is still possible to achieve this kind of tech empowerment by working with the right partner, and by taking an approach to tech with a 360-degree view of your business - it's not just about installing kiosks; it's about managing the entire ordering process from start to finish across every channel.

# Future proof your operations **book** a free tech audit

Get started today

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