

Intelligent Digital Menu Board Solution Increases Sales and Improves Operational Efficiency

This solution enables restaurants to change menu boards based on customer demographics and reduce the effort to manage price changes.



Digital Menu Board Example

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In the ultra-competitive quick service restaurant (QSR) industry, changing economics have made operational efficiency and customer service more critical than ever. Satisfying these needs and more, Panasonic*, a world leader in point-of-sale (POS) workstations, supplies systems that track sales, monitor inventory, improve customer service, promote menu items and special offers, and reduce theft. Panasonic POS workstations and digital menu boards designed with Intel® processors dynamically work together using application software from Axoro*, an innovative digital signage solution vendor.

The intelligent digital menu board solution delivers advanced capabilities that allow restaurant owners and operators to update menus on-the-fly across the entire franchise based on inventory levels, time of day or customer traffic patterns. Moreover, it's possible to modify promotions to appeal to a targeted demographic in order to create sales uplift and take advantage of upsell opportunities. This is possible because the solution incorporates the Intel® Audience Impression Metrics Suite (Intel® AIM Suite) with Anonymous Viewer Analytics (AVA) technology, which allows the digital menu board to determine a customer's gender and age group and then change the menu board contents accordingly.

Improve operational efficiency

The solution allows restaurants to change prices with quick, one-touch updates that ensure POS terminals and menu boards reflect the same prices. Helping restaurant chains maintain price consistency, the solution sends emails to the appropriate individuals in finance and/or operations whenever a price is changed at an individual store.

Enhance the customer experience

Clean and beautifully-designed menu boards will immediately attract customers and increase the perceived value of the QSR's brand. In addition, attention-grabbing graphics and images may be entertaining for customers and reduce their perceived wait time.

Increase sales

Through instantaneous digital menu board updates, it's possible to display timely targeted content with the goal of generating higher sales. For instance, the solution can download weather information and make updates accordingly, such as promoting soup on rainy days or ice cream cones on hot days. The solution's AVA technology enables QSRs to promote items of high interest – such as salads or hamburgers – through real-time menu board customization using customer demographic data (e.g., gender and age group).

Upsell with targeted content

Visually attractive menu boards will steer attention to complementary items, like beverages, thus driving higher ticket sales. Moreover, QSRs can promote high-margin items, contests or events in line with geographic/demographic demand, the time of day or food with limited shelf life.