

RADIANT SELF-SERVICE KIOSK

for petroleum and convenience retailing



FOODSERVICE CONTINUES TO BE A CORE STRATEGY FOR GROWTH IN CONVENIENCE RETAIL AS OPERATORS LOOK FOR NEW WAYS TO INCREASE STORE TRAFFIC, CUSTOMER CONVENIENCE, REVENUE, AND PROFITS. OPERATORS ARE NOW LOOKING TO TECHNOLOGY TO HELP THEM TRANSFORM FOODSERVICE INTO A COMPETITIVE ADVANTAGE AND ELEVATE THE LEVEL OF CUSTOMER SERVICE THEY PROVIDE.

WHETHER INSTALLED INSIDE THE STORE OR OUTSIDE AT THE FUEL ISLAND, RADIANT SELF-SERVICE KIOSKS HAVE PROVEN THEIR ABILITY TO HELP CONVENIENCE STORE OPERATORS TAKE THEIR FOODSERVICE OFFERINGS TO THE NEXT LEVEL. RADIANT SELF-SERVICE KIOSKS PROVIDE INTUITIVE STEP-BY-STEP ORDERING, A CAPTIVE MARKETING MEDIUM FOR HIGH-LIGHTING PROMOTIONS, AND CONSISTENT UPSELLING THAT ALLOW OPERATORS TO INCREASE THROUGHPUT DURING PEAK TRAFFIC TIMES AND BOOST FOODSERVICE REVENUE – ALL WHILE REDUCING OPERATING COSTS.

DRIVE STORE TRAFFIC AND INCREASE REVENUE

Improve customer throughput during peak traffic periods. Dramatically increase upsells by automatically offering add-on items on every order. Increase basket size by allowing customers to shop the store while their orders are being prepared.

IMPROVE CUSTOMER SERVICE

Provide your customers with a consistent, positive ordering experience inside the store and outside at the fuel island. Reduce wait times that lead to walk-aways. Offer customers a choice of service interaction.

QUICKLY LAUNCH MARKETING PROGRAMS

Graphically highlight new product promotions and marketing programs at the point-of-purchase. Roll out marketing programs across all sites in record time from a central location.

REDUCE OPERATING COSTS

Increase order accuracy and reduce waste, even with complex and frequently changing menus. Integrate with recipe management systems to gain better control over food costs.

OPTIMIZE LABOR

Meet your most reliable employee, requiring no recruiting, training, or scheduling. Redeploy order-taking employees to more value-add tasks such as order preparation and customer interaction.

RADIANT SELF-SERVICE KIOSKS

Inside the store or outside at the fuel island...reach more customers, serve them faster, and improve overall loyalty and satisfaction.



DRIVE REVENUE AND PROFITABILITY

Convenience retailers using Radiant Self-Service Kiosks have realized:

- ▶ More than 600% increase in upsells
- ▶ 100% order accuracy
- ▶ 66% improvement in sales of promotional items
- ▶ Three-fold increase in new product sales



Radiant Self-Service Kiosks help differentiate your foodservice offering from the competition while providing customers a new level of convenience through the following innovative capabilities:

STEP-BY-STEP CUSTOMER ORDERING

- ▶ Logically lead customers through the ordering process with rich graphics, icons, and intuitive screen flows.
- ▶ Display customer orders on a graphical receipt as they are entered and allow for self-auditing and immediate item corrections.

AUTOMATED UP-SELLING AND CROSS-SELLING

- ▶ Consistently offer one or multiple upsells of add-on items on every customer order.
- ▶ Cross-sell complementary products and allow customers to shop the store while their orders are being prepared.

CAPTIVE MARKETING

- ▶ Launch new products and highlight promotions and specials using the kiosk – use eye-catching graphics and animation to boost the return on marketing programs.
- ▶ Enforce compliance with marketing programs across the chain and reduce the costs of printing and distributing point-of-purchase advertising.

CENTRAL ADMINISTRATION

- ▶ Centrally manage menu items, screen design, transaction flow, upsells, and more using a simple graphical configuration tool.
- ▶ Update systems in one site, in user-defined groups of sites, or across the chain in minutes.

KITCHEN PRODUCTION SYSTEM

- ▶ Display customer orders and detailed preparation instructions on video monitors in the preparation area.
- ▶ Maximize efficiency by routing different items to different preparation stations and easily increase or decrease the number of functioning monitors based on customer traffic and staffing levels.

INTEGRATION TO OTHER STORE SYSTEMS

- ▶ Seamlessly integrate with POS, recipe management, food costing, and reporting systems to improve control of your foodservice operations.
- ▶ Consolidate foodservice reporting with the rest of your store operations and gain a more complete picture of performance and profitability.

FLEXIBLE INSTALLATION OPTIONS

- ▶ Select the right indoor kiosk installation option – free-standing, wall mounted, or on the counter – to maximize customer throughput.
- ▶ Extend ordering beyond the store by deploying outdoor kiosks at the fuel island.



FOR MORE INFORMATION, PLEASE VISIT US AT
WWW.RADIANTSYSTEMS.COM OR CONTACT US AT 800.229.0991 x8000

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