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Would you like to optimize your restaurant operations?

Legacy business models stand in the way of opportunity

Off-premises dining is now a critical revenue stream for food services businesses--it will account for **80%** of industry growth by **2025.**

Existing business models restrict the ability to deliver seamless to-go ordering services, resulting in fragmented guest experiences, missed revenue and high labor costs.

Leaders can seize the off-premises opportunity by transforming operations and strengthening their technical infrastructure.

"**14% of revenue is being lost due to the number of missed orders.**"
Source: Cognizant 2020

Source: National Restaurant Association

Off-premises demand has rocketed, but customer relationships remain vital

300%
higher growth in off-premises ordering and delivery versus dine-in traffic since 2014.

70%
of consumers say they would prefer to order directly from a brand than a third party.

57%
of guests who order directly from a brand still prefer to do so by phone.

Source: Verified Market Research, UpServe, Mintel

What are your off-premises challenges?

Revenue leakage
Calls are missed due to **maxed out phone lines and in-house staff shortages. Historical order data is inaccessible,** meaning upselling opportunities are not fully realized.

Rising staff costs
Cost of labour for in-house call **handling is increasing,** taking focus away from core activities such as customer service.

Suboptimal guest experiences
Guest experiences are disrupted by **multi-tasking phone staff, fragmented operational structure and inconsistent service quality** across channels.

Inability to standardize at scale
Inconsistent processes and technologies block innovation and limit the organization's ability to meet customer demand at scale.

New operating models can deliver business benefits

Maximize phone orders taken
Increased availability of agents means fewer missed calls at peak ordering times, leading to higher revenue.

Increase upsell revenue
Better access to customer data and trends powers proactive suggestions for upselling.

Enhance guest experiences
Loyalty data helps personalize each guest interaction, creating a better overall experience for every customer at every step.

Improve restaurant operations
Centralized technology and order analytics drive efficiencies and operational effectiveness.

Why Cognizant?

Cognizant is a market leader in delivering bespoke to-go order solutions at scale for both corporate and franchisee operations.

We have **19 years of restaurant industry experience**, and a proven record of maximizing revenue for our clients, handling **$25 billion** annually.

Our offering

Digital Restaurant Order Management transforms fragmented operations by centralizing order management, integrating point-of-sale capabilities and deploying predictive upsell analytics.

Our proven approach and unique assets deliver personalized guest experiences and maximized revenue.

Our approach focuses on three critical areas for success

Centralise and replicate
- Deploy improved to-go model that handles higher order volumes
- Replicate in-store features such as the ability to customize, modify and cancel orders

Transform guest experiences
- Automated guest authentication
- personalization through data
- Proactive notifications

Maximize revenue
- Historical guest data and interactive analytics
- Proactive upsell recommendations with propensity to buy
- Loyalty integration

We drive tangible results

12%+ reduction in revenue opportunity lost

5.25 hours in-house to-go phone time saved per day, boosting restaurant productivity

19-23% labor cost savings per restaurant

18%+ increase in revenue per order

Based on actual client engagements. Individual results may vary.

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