



Cognizant Digital Restaurant Order Management

Unlock the value of off-premises dining

Off-premises dining is now a critical revenue stream for food services businesses. Since 2014, delivery and takeout ordering has grown at three times the rate of seated diner traffic¹.

While the growth in off-premises dining has created new opportunities for restaurants, legacy business models limit the ability to meet increased demand. When ordering directly from a restaurant, 57% of guests still prefer to order by phone, but in-house staff shortages and maxed-out phone lines lead to missed calls². This in turn, results in fragmented guest experiences and revenue leakage.

In 2020, restaurant businesses came to a halt, with seated diners down by 58%. Ghost kitchens and third-party distributors are intensifying competition.

To remain competitive and power growth, businesses are looking to invest in their technical infrastructure and design new operating models to drive operational efficiency, enhance revenue and reduce cost.

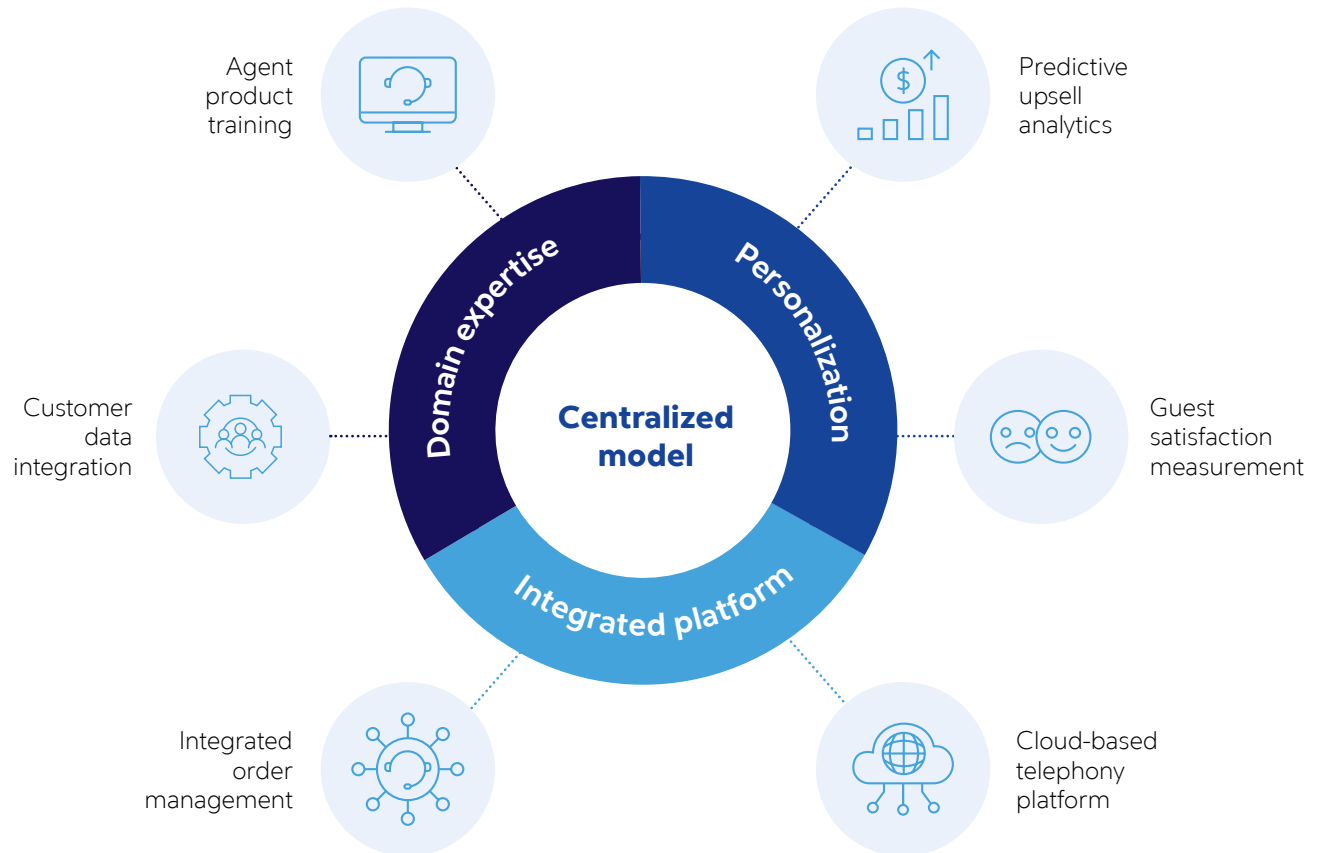
“Off-premises dining is now fundamental to food services businesses and will account for 80% of industry growth by 2025.”

Source: National Restaurant Association

¹ Upserve: 50+ Restaurant Industry Statistics Restaurateurs Should Know in 2020, January 2020.
² Mintel: Attitudes Towards Home Delivery and Takeaway, March 2020.

Reimagining the order management model

Cognizant's Digital Restaurant Order Management transforms fragmented operations by centralizing order management. We integrate point of sale capabilities, use data to drive personalized experiences and embed extensive domain expertise into the ordering process. Our solution delivers enhanced guest experiences and maximizes off-premises revenue.



We drive tangible results

12%+

reduction in revenue opportunity lost

18%+

increase in revenue per order

19-23%

labor cost savings per restaurant

5.25 hours

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

Based on actual client engagements. Individual results may vary.

Why Cognizant?

Cognizant is a market leader in delivering bespoke to-go order solutions at scale. We have 18 years of industry experience, and a proven record of maximizing revenue for our clients, handling \$23 billion annually.

We're recognized as leaders by the likes of Everest and HFS for our strong vendor partnerships, our investment in people and technology and our ability to help clients focus on the business metrics that matter.

We deliver a phased approach, which allows our clients to pilot operations in a controlled environment and carefully refine processes before scaling across the enterprise.

In uncertain and challenging times, our transformative solution drives consistency, enhances guest experiences and maximizes revenue.



To learn more, visit cognizant.com/travel-hospitality-technology-solutions/restaurant-food-services
or email us at restauranttogo@cognizant.com

About Cognizant

Cognizant (Nasdaq-100: CTSB) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 194 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at cognizant.com or follow us @Cognizant.

Cognizant

World Headquarters

300 Frank W. Burr Blvd.
Suite 36, 6th Floor
Teaneck, NJ 07666 USA
Phone: +1 201 801 0233
Fax: +1 201 801 0243
Toll Free: +1 888 937 327

European Headquarters

1 Kingdom Street
Paddington Central
London W2 6BD England
Phone: +44 (0) 20 7297 7600
Fax: +44 (0) 20 7121 0102

India Operations Headquarters

#5/535 Old Mahabalipuram Road
Okkiyam Pettai, Thoraiakkam
Chennai, 600 096 India
Phone: +91 (0) 44 4209 6000
Fax: +91 (0) 44 4209 6060

APAC Headquarters

1 Changi Business Park Crescent,
Plaza 8@CBP # 07-04/05/06,
Tower A, Singapore 486025
Phone: + 65 6812 4051
Fax: + 65 6324 4051