HOW TO SET UP A TOUCHLESS CUSTOMER EXPERIENCE AT YOUR RESTAURANT

CREATE A TOUCHLESS MENU IN THREE EASY STEPS

Share a link to your online menu via smartphones

1. Post your menu on your existing website (if not there currently) or for free on Google Docs
   - Work with your web designer or service provider to make sure your menu is mobile friendly
   - Webpages are preferred over posted PDF versions and help with Google search results

2. Generate a QR Code link to your online menu using a free online resource
   - After choosing an online QR Code generator, the site will prompt you to paste your menu's online link (URL)
   - This will result in a square bar code image being created (your QR Code)

3. Create an on-table display with the QR Code and brief instructions
   - This can be done with mini sign holders, table tent stands and disposable table tents
   - The design should include the QR Code and instructions for your customers to point their smartphone camera at the QR Code to access your online menu

Using disposable menus can also address safety your patrons safety concerns.

OFFER CONTACTLESS PAYMENT OPTIONS

To help with safety concerns, your patrons will feel more at ease if contactless payment options are available when dining-in at your restaurant. Electronic payment options are already widespread, accounting for over 80% of all transactions* and have become the preferred method due to the Covid-19 pandemic. Offering payment options that allow customers to pay via their smartphone, and not have to swipe or provide a credit/debit card, will help meet this new demand. Click below to view a few of the available services and get started with the best option for your business.

PayPal • Google Pay • Venmo • Apple Pay • Zelle

PROVIDE ONLINE ORDERING OPTIONS

Providing an online ordering option for your customers has become a necessity as one of the many ways businesses have adapted to the current environment. There are several ways to implement this capability, such as: add-on systems that integrate with existing point-of-sale softwares and third-party systems that can help you develop a custom online ordering app to be downloaded from an app store or help you build your website. Below are several companies that can help your restaurant offer this service.

Add-On Systems

Upserve • Toast • Square for Restaurants

Third-Party Systems

GloriaFood • ChowNow • MenuDrive

*Source: The Federal Reserve