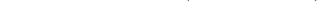


## Stratus<sup>®</sup>

## How Drive Thru Maintenance & Technology Affect Customer **Decisions**

Consumers' expectations for convenience and ease continue to intensify as their need for speedy service grows. Making the most of your customers' experience in a short period of time is the best way to ensure your customer quickly gets what they need with minimal disruption to their day.







imately 82.4 percent of sales for fast-food chains, it has never been a better time to make sure your drive thru is optimized for convenience and speed.2

for a drive thru service is 4 minutes and 15 seconds?3 During that time, customers have time to form opinions about your services even before they interact with an employee.

Did you know the average speed of service





A menu board that is up to date and clean can

bring as many as 20 new guests in each night.4

as \$1 million each year in potential revenues.4

Improper signage can cost a business as much

On the other hand, ... A customer who can't

discern the menu is likely to order less or leave.5



customers have stated that an easy-to-read menu is their top priority.6

Digital menu

74 percent of



service time by 12.3 seconds.7

Technology opens new avenues for customers to interact with the brand,

and expectations of improved convenience and service quality

boards decrease

Quick Serve Restaurants that have installed digital signage have seen anywhere from a 5-8 percent increase in revenue on average<sup>6</sup>



5-8%

will rise as the public accepts new digital features.8



Decreasing the number of listed menu items can reduce the time a customer spends on deciding

what to order while suggestive

selling initiatives can increase

up selling potential. 11

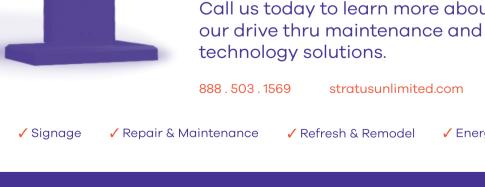
of customers said they would like to see automated technology detecting car arrival and preordering brought to the car.9



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✓ Refresh & Remodel

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