



How Drive Thru Maintenance & Technology Affect Customer Decisions

Consumers' expectations for convenience and ease continue to intensify as their need for speedy service grows.¹ 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.



82.4%



With drive-thru sales generating approximately 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

Did you know the average speed of service 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.



4:15

\$1,000,000

Improper signage can cost a business as much as \$1 million each year in potential revenues.⁴

20 GUESTS

A menu board that is up to date and clean can bring as many as 20 new guests in each night.⁴



On the other hand, ... A customer who can't discern the menu is likely to order less or leave.⁵

74%

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



Digital menu boards decrease service time by 12.3 seconds.⁷

Quick Serve Restaurants that have installed digital signage have seen anywhere from a 5-8 percent increase in revenue on average⁶



Technology opens new avenues for customers to interact with the brand, and expectations of improved convenience and service quality will rise as the public accepts new digital features.⁸



36%

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

Digital display menus

let you reserve precious screen real estate for high resolution images for your highest margin products at the top.¹⁰

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



Call us today to learn more about our drive thru maintenance and technology solutions.

888 . 503 . 1569

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- ✓ Signage
- ✓ Repair & Maintenance
- ✓ Refresh & Remodel
- ✓ Energy

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