

How to reopen your restaurant



1. Design a new seating plan with social distancing in mind.

One of the most important considerations when reopening your restaurant is to maintain proper social distancing. In many places, restaurants are only allowed to open at limited capacity. Draw up a new plan for your tables and seating that takes into account these new restrictions. Make sure to consider directional air flow from A/C units, as recycled air has been proven to spread COVID-19 droplets beyond their normal reach.

2. Post highly visible safety protocols and information for customers and employees.

Many states are requiring restaurants to post mandated safety protocols. Once you've implemented your new seating plan, find places for signs where they are visible to everyone. Make sure placements are easily accessible, as policies will undoubtedly continue to change and require updates. Consider using digital signage as opposed to traditional printed signage. With Raydiant's cloud-based digital signage platform, you can update your signs to reflect changes easily, instantly, and endlessly at no additional cost.

3. Use signage to keep staff on the same page.

It takes everyone working together to reduce the threat of COVID-19. As a restaurant owner, that means you need your employees on the same page at all times. Well-placed signs outlining practices like handling procedures, cleaning schedules, packaging instructions and even policies for third-party delivery drivers can help drive your message home and help maintain a cohesive effort.

4. Maximize your curb appeal.

Curbside service is one way restaurants are keeping the orders coming in even when dining rooms are limited in capacity. Rise above the competition and deliver a smooth, efficient curbside service experience. Digital screens are a great way to make highly visible menus, "order up" displays, and additional opportunities for branding and social media content. Tools like Trabon's Menuset, available on the Raydiant Marketplace, can make the job of keeping online and in-store menus up-to-date and in sync, a crucial part of an effective any curbside strategy.

5. Have fun again.

People come to restaurants for more than just food. After safety, providing customers with an enjoyable experience should be your first priority. Look for new ways to provide a warm, welcoming atmosphere. For that, Raydiant has you covered. In addition to attractive, inviting signage, you'll have access to apps that let you provide fully-licensed music, videos, and much more to your customers.

We're here to help you get your business going again.

Try Raydiant risk-free or request a demo today.