

# Health Bar Instantly Elevates Customer Experience with Gorgeous, Quick- Change Signs

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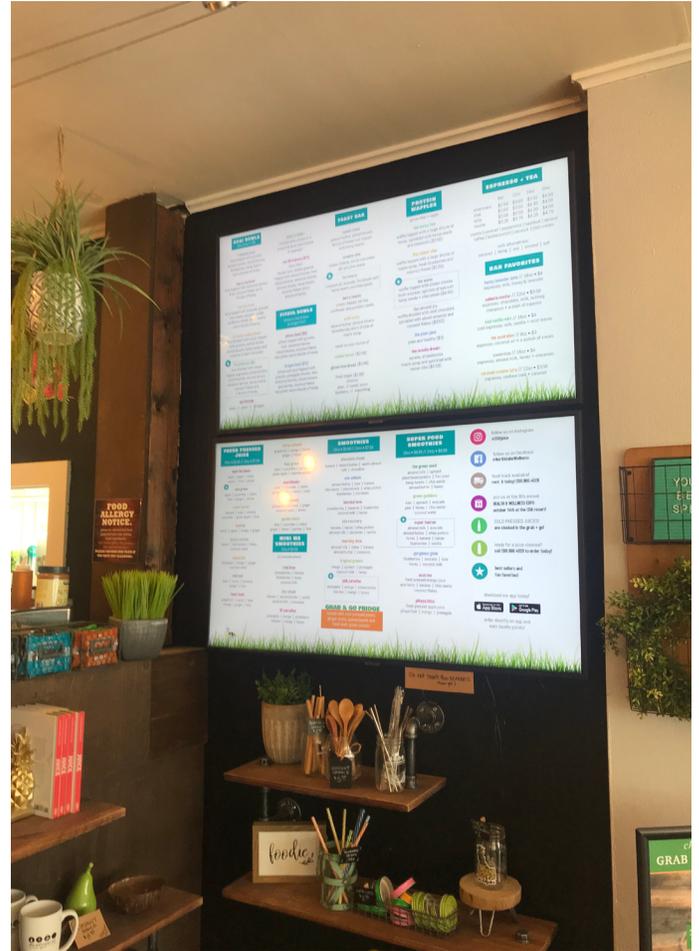
“Raydiant has taken our business to a whole new level where we are more efficient and profitable,” says Monica Lang, owner of **The Wellness Bar** quick-service health cafés in North Idaho. The cafés, which have 43 employees in three locations and a food truck, offer health fare that include smoothies, acai bowls, and fresh-pressed juices. When Lang first heard about Raydiant, they were looking for something to replace their printed menus, which took weeks to update every time they wanted to make changes. They soon found out how much more Raydiant could do, and how quickly it created a streamlined workflow for employees and a delightful vibe for customers.

## Menus That Can Be Updated in Seconds? "Sold!"

Digital menu boards were the initial draw for Lang, who says they now have six Raydiant-enabled screens—two in each of their locations. "We wanted to start going towards a digital menu for better usability and the ability to change it frequently," says Lang. "Before Raydiant, every time we wanted to make a change, we'd have to send our menus to a printer, wait for the printer to come back, install it— it ended up being about a two-week process. There was no ability to change things minute by minute. And in our industry, everything changes constantly—whether you've run out of an ingredient or are adding a new menu item."

"The minute they told me I could change my menu in 30 seconds, I said 'Sold!'" remembers Lang, after learning about Raydiant's capabilities for creating easily updatable digital menu boards. "We can switch out and update our menu in a split second now, which is awesome for us. Getting digital menu boards with the ability to change things on a dime is the best thing we have done for our business," she says, about Raydiant's ability to create, update, and schedule digital menu boards in an instant.

In the day-to-day workings of a café or restaurant, being able to update menus is key—especially when things go wrong. "One of our espresso machines stopped working, so we ended up taking the espresso menu down and putting up a cold brew menu for the day," says Lang. "Before Raydiant we never would have been able to do that."



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## Gorgeous Digital Menus Draw and Delight Customers

Along with the ability to instantly update their menus, Lang says she loves the animations and interactivity of her new Raydiant digital menu boards. "It's really awesome, because with Raydiant we were able to do a bunch of interactive stuff that we couldn't before. For example, we use a lot of honey in our products, and so we have this cute little bee that buzzes around the screen, and we have this beautiful grass-growing animation at the bottom. It's so awesome and interactive; it's not just this stale menu anymore—it's really cute. And we're a very family-friendly restaurant, so the kids love it."

## Changing On-Screen Promotions on a Dime is “Amazing” Feature

Raydiant’s digital menu boards are also great promotional tools—even for last minute promotions. With Raydiant’s large app library that includes easy design tools like PosterMyWall, you can create professional-looking marketing content for your on-screen displays. Raydiant makes it easy to create, schedule, update, and display dayparting menus at certain times, as well as promotional, seasonal, and special menus like happy hour and wine tastings.

Lang comments on Raydiant’s usability: “We use Multizone and create a scrolling bar on the right-hand side of the screen that displays special events and food truck dates and times. We can change that literally on the hour if we have an event coming up, or if we want to update our food truck location. We also use it for promoting discounts on juice cleanses and other items, and to announce when we’re going to be closed for deep cleaning. Things like that you don’t get from a static menu, and that ability to change things is huge for us. It’s just amazing.”

## A Better Customer Experience Overall

“We love Raydiant,” says Lang, summing up everything she’s enjoyed from the Experience Platform. “It has definitely boosted the vibe in our cafes and improved our customer experience. I would 100% recommend it to other businesses.”

## Workflow, Efficiency, Production? Raydiant Improves it All

Up-to-date digital menu boards and gorgeous promotional displays go a long way in improving the workflow and efficiency of The Wellness Bar’s staff. “It takes the pressure off the cashiers,” explains Lang, “because the menu is just so beautiful and we can be quite a bit more comprehensive with what information we add to our screens, compared to printed menus. It also frees up staff to do what they need to do without having to answer a bunch of questions that the digital menus can now answer.”

And when there’s an inventory problem and they have to temporarily take something off the menu? “We can instantly update the menus and take the item off the menu temporarily,” Lang says. “It really helps streamline that customer/staff interaction so that there’s no confusion. It also saves time because the cashiers now don’t have to explain to customers why they can’t get something that’s shown on the menu.”

Restaurants, cafés, and other eateries like The Wellness Bar love Raydiant because it gives them the flexibility to improvise with inventory changes, seasonal menu items, discontinued and new menu items, and more. Raydiant lets them change their menus in real-time, so the customer is always in the loop, always able to get what they see on the menu, saving both customer and business disappointment and confusion.

Has Raydiant helped The Wellness Bar with its overall workflow? Lang immediately answers: “Workflow, efficiency, production—it’s all so much easier with Raydiant.”



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## About Raydiant for Cafés & Restaurants

Raydiant’s restaurant customers consistently report an increase in orders and an overall improved customer experience. Raydiant’s digital menu boards are easier to read, more attractive to view, and can be changed in seconds from any device. Hi-res food photos and sizzle reels stoke customers’ appetites, and gorgeous displays entertain customers as they wait in line. Our large app library includes tools restaurants love, like the PosterMyWall app for creating designer-level digital posters for promotions, and the Soundtrack Your Brand app for curating mood-based playlists customers love. Try Raydiant today, risk-free.