

# WHY QSRs MAKE OUTDOOR DISPLAYS PART OF THEIR ORDERS



MORE THAN **12 BILLION** DRIVE-THRU VISITS ARE MADE ANNUALLY<sup>1</sup>

## CUSTOMER SERVICE IS KING

Drive-thru performance studies suggest accurate orders and friendly staff matter just as much as speed



**MOBILE PAYMENTS**  
Once rare, mobile payments at QSR are becoming common. Many brands are also exploring tie-ins with loyalty programs



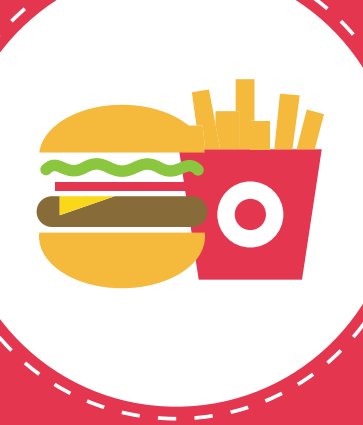
**REMOTE ORDERING**  
QSRs are already testing systems that let people order off smartphone apps, with beacons, notifying staff when the customer is in the lane for pickup



**TOUCH SCREENS**  
Interactive displays power more detailed, diverse menus, support suggestive selling and ensure accurate, confirmed orders

## TECHNOLOGY IS KEY TO DRIVING DRIVE-THRU SUCCESS

Experience is important to drive-thru customers, and new technologies can help speed up service and adapt to the smartphone generation



**\$200 BILLION**

The forecasted fast food spend in the US for 2015<sup>2</sup>



**70 PERCENT**

of QSR business takes place through the drive-thru<sup>3</sup>



**222 SECONDS**

Drive-thru lanes are slowing down because customers have more choices, and options to customize orders<sup>4</sup>



## DIGITAL MENU BOARDS REV UP ORDERS

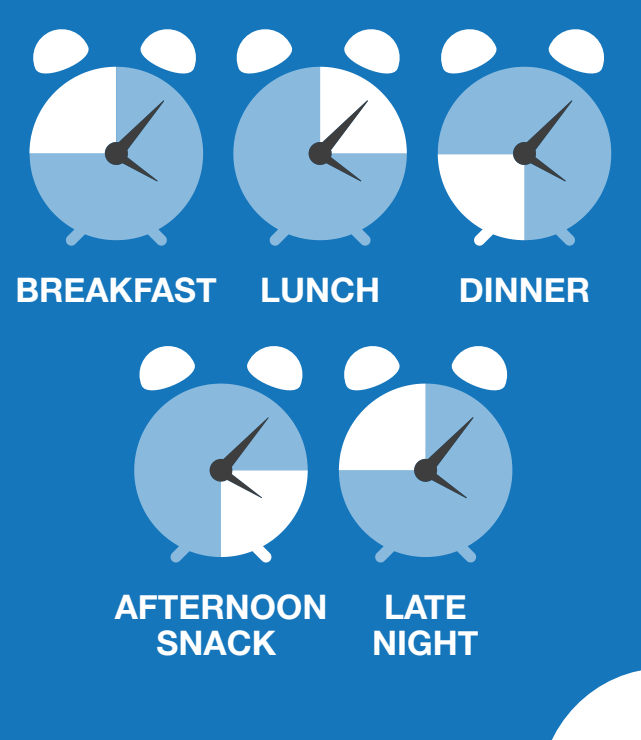


**DRIVE-THRU SCREENS:**

- PRESELL features and combos
- List menus by item and DAYPART
- CONFIRM orders

### DIFFERENT TIME, DIFFERENT MENU

Digital displays enable different menus and features by dayparts



## WORKING OUTSIDE IS TOUGH

Outdoor LCDs are engineered to look great and last in demanding conditions



**WIDE TEMPERATURE SWINGS**  
-40 to 110 Degrees (F)



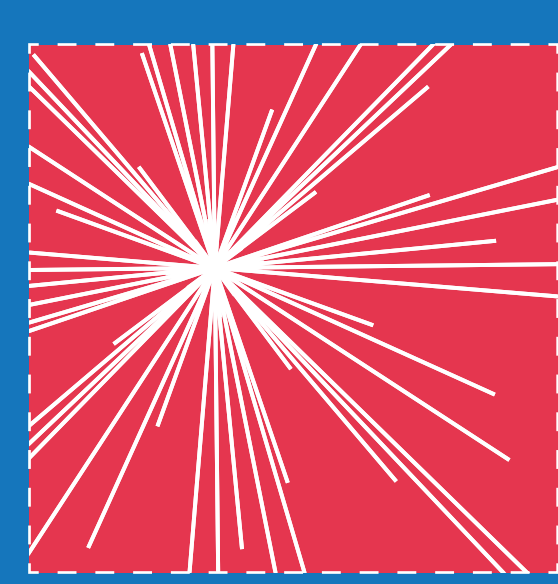
**HEAVY RAIN AND HIGH HUMIDITY**



They also need to be polarized so motorists can read with their shades on!



**TAMPERING AND VANDALISM**



**GLARE FROM DIRECT DAYLIGHT**



## SAMSUNG AND OUTDOOR SIGNAGE

Samsung's OM and OH Series outdoor signage solutions help QSRs communicate clearly.

TO LEARN MORE ABOUT HOW THEY CAN HELP YOUR BUSINESS...

VISIT: [SAMSUNG.COM/OUTDOORDISPLAYS](http://SAMSUNG.COM/OUTDOORDISPLAYS)

**SOURCES:**

- <sup>1</sup> NPD Group
- <sup>2</sup> Statista
- <sup>3</sup> QSR Magazine
- <sup>4</sup> QSR Magazine, 2015

