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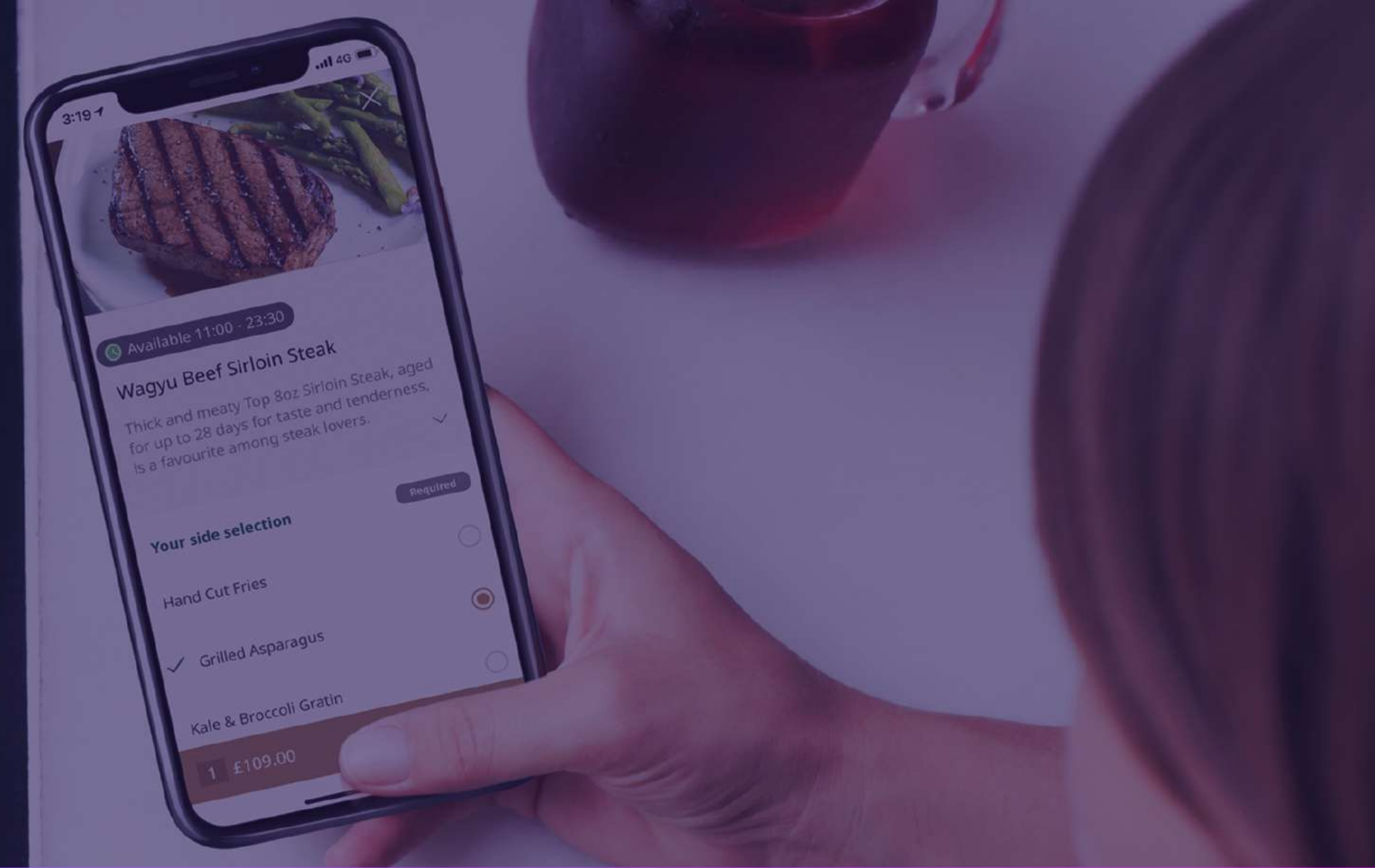
Boost your F&B revenue

Overcome the impact of growing costs and staff shortages and fulfil your guest's needs

Summary/Contents

The hospitality industry is going through unprecedented staffing challenges and rising costs. Recent events have turbo charged an existing problem and hoteliers are increasingly turning to technology to help alleviate the strain on operations.

- Are you turning away customers, closing off tables, operating reduced hours?

- Do you need to boost your F&B ancillary revenue and meet targets but have fewer resources or staffing challenges?

- Do you need to enhance your guest experience to meet the digital needs of today's travellers?

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IRIS, a global market leader in digital F&B ordering, guest directory and concierge solutions for hotels, has put together this guide to highlight how digitizing processes can mitigate the impact of growing costs and staff shortages whilst enhancing the guest experience.

With 73% of travellers wanting to use their mobile device to manage their hotel stay, guest apps and online F&B ordering can:

- Help hotels meet the demand from guests for a digital, self-service experience.

- Enable operators to increase their earnings and revenue potential of their venues.

Read on to find out how you can overcome these challenges and fulfil your guest's needs with these top tips.

Top Tip

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Top Tip	How hoteliers will benefit
1. Enable guests to self-serve Implement an online F&B ordering platform where guests can self-serve (browse, order and pay online)– No need to wait for staff to take your order or give you your bill. An 'Open Tab' feature will allow guests to start a tab, add multiple rounds of food or drinks and then pay in a single transaction at the end. Orders can be added to the check from multiple devices, making it easy for groups to place orders on a single check or even by waiting staff on the POS system. There's no need for staff to keep going back and forth to take orders and present guests with multiple bills.	You'll be able to serve more guests with the same amount of staff. You'll increase your income as you can serve more covers at any given time and get your restaurant up to full capacity. Your staff are more productive and can focus on delivering the orders and enhancing the guest experience. Or staff can be redeployed to address pain points for guests or add value elsewhere. This increases turnaround time, operational efficiencies, and profitability. Automating mundane processes can empower hotels to enhance productivity and job satisfaction amongst staff.

Top Tip

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Top Tip	How hoteliers will benefit
2. Seamlessly deliver orders straight to the kitchen If your app is integrated to the hotel's POS, online orders will go straight through to the kitchen to be processed. A true synchronisation in real-time (not just a data match) updates and synchronises new items, deleted items, price changes, modifier changes with the POS – no need to manually amend both systems. A strong, seamless POS integration alleviates multiple operational challenges.	By reducing the operator's time, it removes staff resource, manages the mundane, and lessens manual work. As the orders go straight to the kitchen, errors are eliminated and lost revenue minimised. Tables are turned quicker. Staff are more efficient/ productive and have more job satisfaction – better team morale all round.

Top Tip

Top Tip

3. Ensure error free orders and more accuracy

Guests place the order themselves – they can add notes, order extra's and make restaurants aware of any preferences or allergens they have.

Guest can personalise their order to their exact liking.
No miscommunication between the guest and waiter!

How hoteliers will benefit

Accuracy is improved - guest's requests are fulfilled and fewer meals are returned so there's less wastage.

It saves resources and improves service times - hoteliers can do more covers and operate longer.

Staff can focus on making meaningful relationships with the guests.
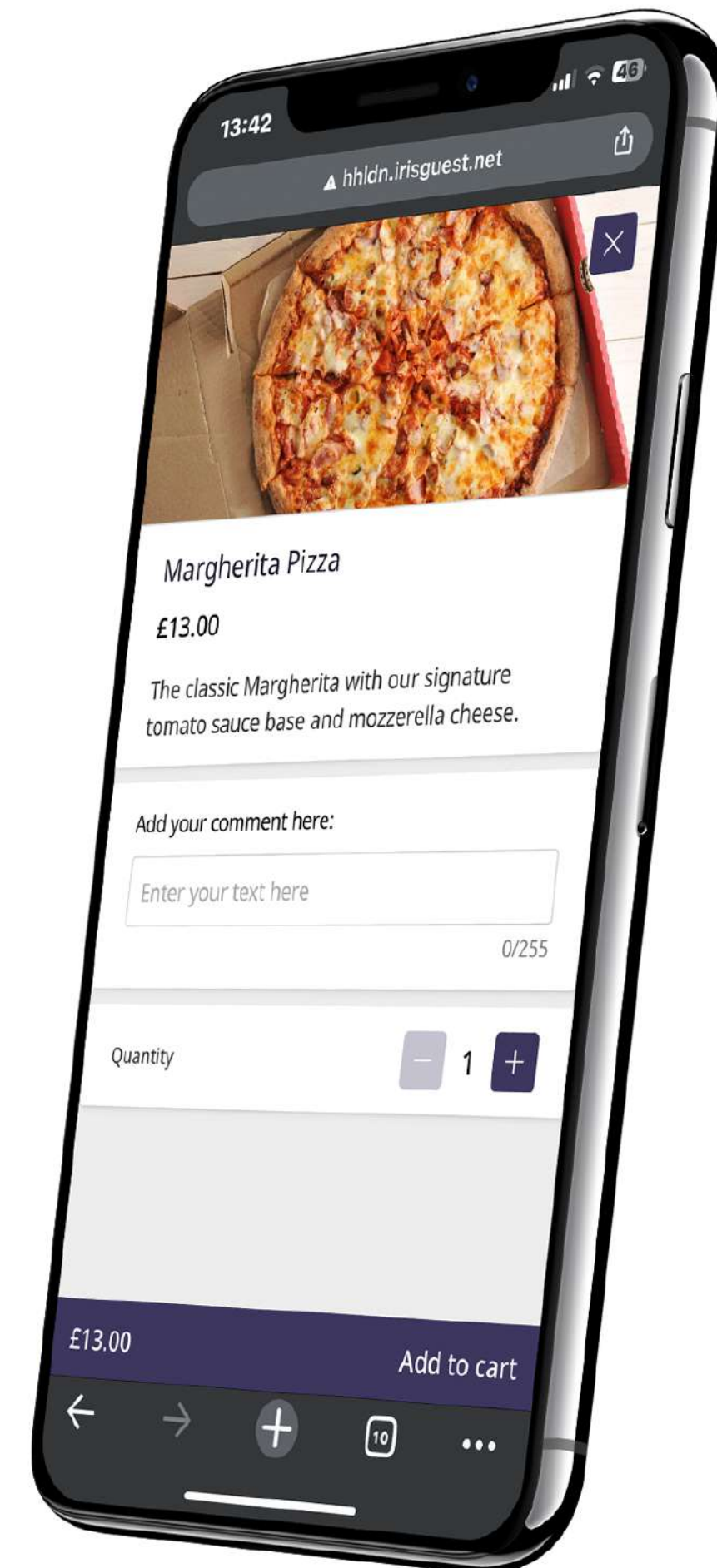
Top Tip

Top Tip

4. Regulate the pace of orders to prevent throttling

Staff don't have to worry about the number of orders going through at busy periods - with time slots, staff can control level of orders going through, & can regulate the pace of orders.
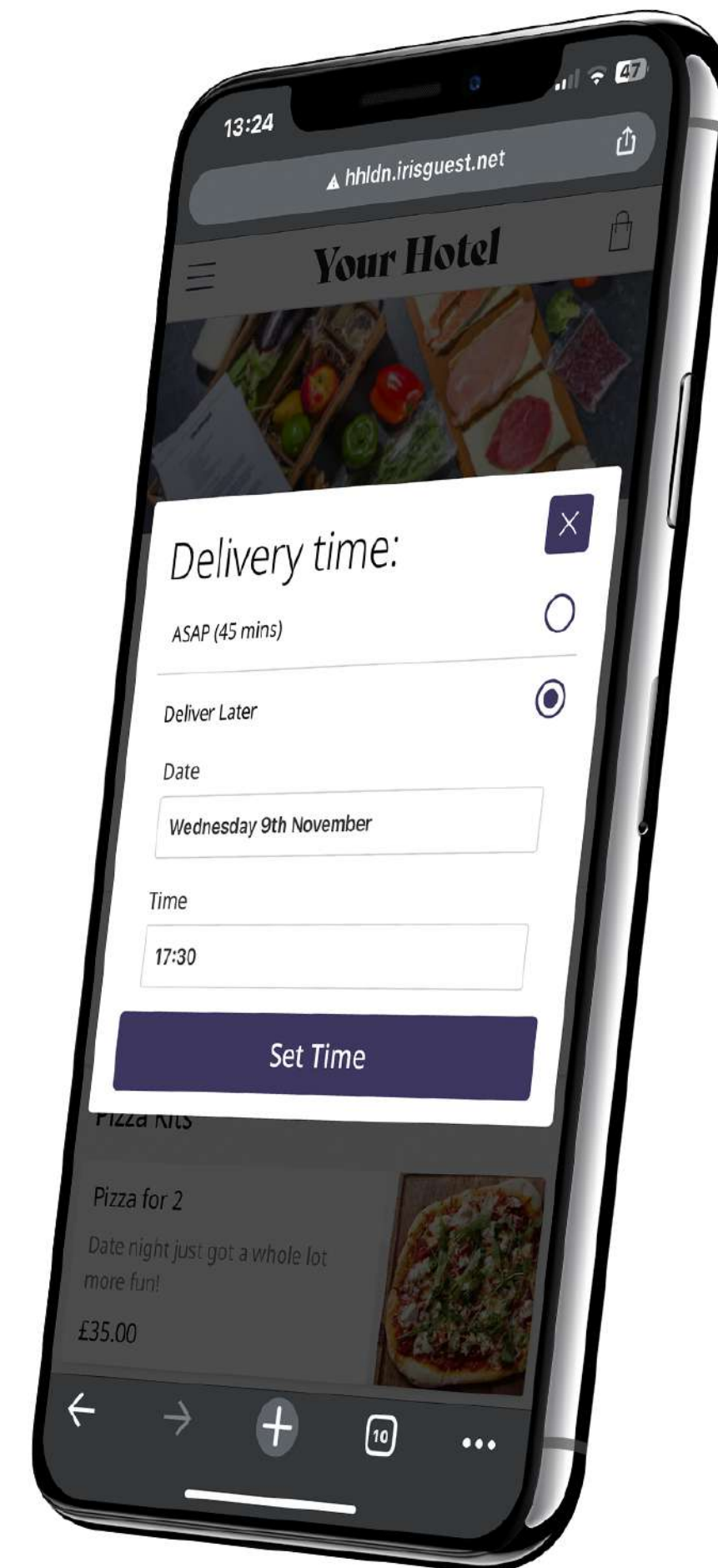
Time slots prevent order throttling and minimise staff getting overwhelmed.

How hoteliers will benefit

Staff can manage resources in the kitchen and prevent their staff from getting overwhelmed.

Staff are happy and guest expectations are managed.

Hotels can serve more guests, fulfil orders efficiently and accurately.

Top Tip

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Top Tip	How hoteliers will benefit
5. Provide up to date, enticing digital menus Guests no longer have to look for a menu or flag down a waiter, they can access the menu on their own device. Software allows you to easily update images, menu items and prices at a click of a button –so you can keep the content fresh and accurate, in real time. You can even remove items that are no longer available or in stock. Change menu's and add items as often as you like - to reflect seasonal and newly created dishes with no costly re-prints. Promote special items - draw a customer's eye to a particular popular item with a promoted items feature. This allows you to promote specific items like a Chef's special or a dish that is limited time only. Add lead times - this will show up on certain items [that take longer to prepare], and it sets guest expectations.	Menus can be changed and updated regularly at no extra cost. Hoteliers save time on making amends and save money on re-printing paper menus. Guests have all the information to hand (calories, allergen information, price, complimentary items etc.) – no second guessing, they order exactly what they like. Increase sales of a particular item and reduce food wastage. It shows your guests you are committed to sustainability. You manage guest expectations for food delivery times and availability to avoid disappointment. Guests who have a better experience at your hotel spend more, leave a positive review and are more likely to return.

Top Tip

Top Tip	How hoteliers will benefit
6. Get in front of more guests - reach guests wherever they are Digital menus are more accessible online - you can reach 100% of your guests wherever they are in your property or resort. They are easily accessible via a QR codes – a cost effective and easy-to-use means of promoting your menu, opening times and hotel information. Food and drinks from all (or some) of your outlets are available to order. You can upsell, cross-sell and offer promotions that would typically get missed on printed out menus.	It satisfies the guest's preference to use their mobile device to manage their hotel stay. It allows the guest to operate at their own pace, from their own device – no hunting for a menu or trying to flag down a waiter. Guilt-free ordering! With guests self-ordering, order value and frequency increases. Online F&B ordering typically generates 20% increase in revenue. Guests enjoy an enriched service and hoteliers benefit from more orders, higher guest spend and quicker turnaround times.

Top Tip

7. Provide an efficient payment process

Online payments allow guests to review their bills (in their own time and wherever they are, be it at their table or in their room), leave a tip and pay online.

Guests just pay online when they're ready - no need to wait for a waiter to present the bill.

How hoteliers will benefit

It provides hotels with secure, online payments and eliminates lost revenue.

It offers the opportunity to combine the fine dining experience of a waiter service with the convenience of autonomous payment options.

It keeps guests happy, allowing them to review their bill and leave a tip (in private), pay and leave when they're ready.

Hoteliers will turn tables quicker and serve more guests.
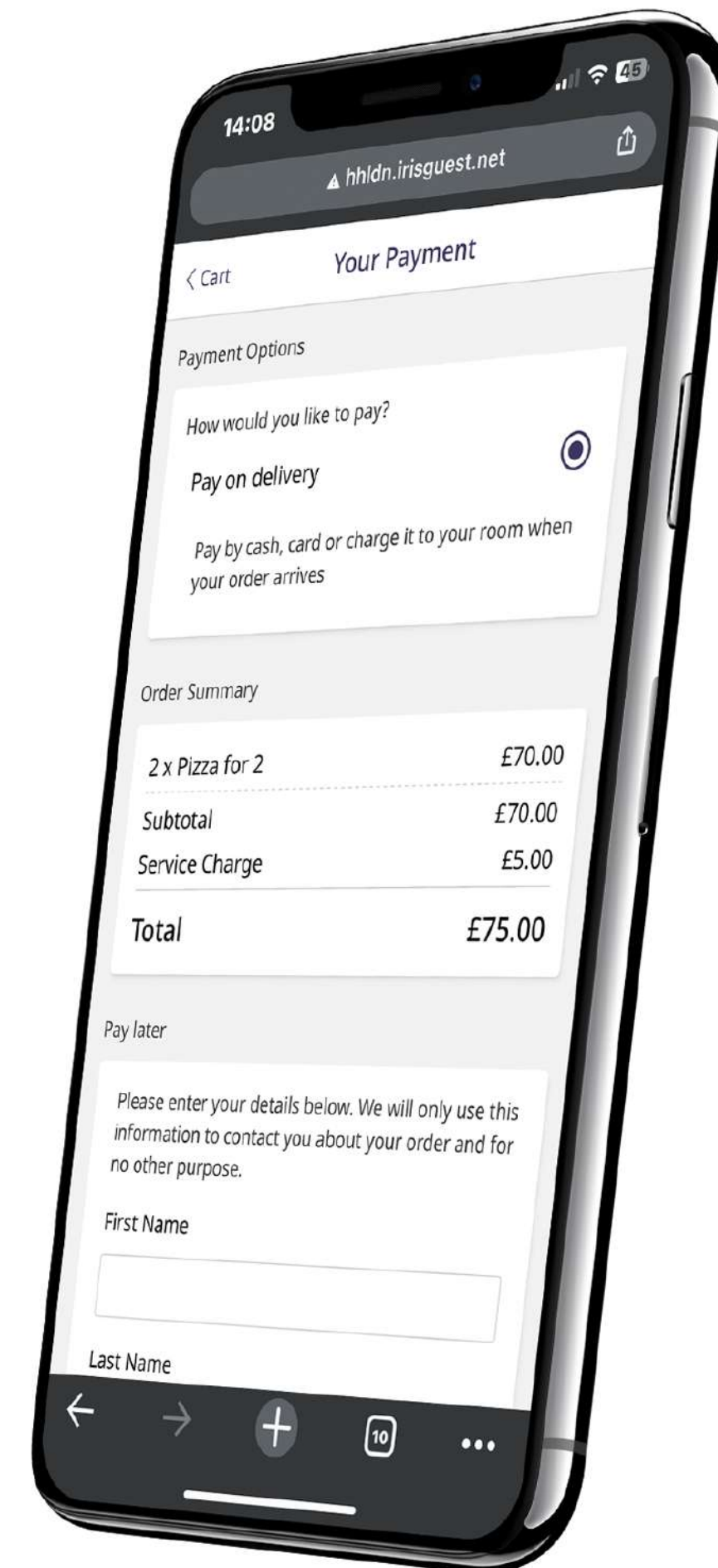
Top Tip

Top Tip

8. Speak your guest's language

Has your app got multi-lingual capabilities?

Ensure all guests can fully comprehend your F&B digital ordering system by offering language switching on your app.

How hoteliers will benefit

Guests have a better experience and order more when they can view content in their own language.

Top Tip

Top Tip	How hoteliers will benefit
9. Analyse sales and performance This is one of the most important features any F&B software should include. A clear data-driven dashboard will help managers analyse performance, identify trends, forecast demands, and optimise resources.	Hoteliers can review and repeat what's working (via the number of orders, amount of revenue generated etc) and tweak menu's accordingly. They will then capture more revenue, improve efficiencies and reduce wastage.
10. Give guests full control and enhance team morale Guests order when they're ready, from wherever they are, from the comfort of their own device. There's no time pressures in checking the bill, feeling uncomfortable with leaving a tip, trying to find a menu or flag down a waiter. Guests can operate in their own time when they're ready. Staff can focus on delivering the order, and providing an enhanced, quicker service.	Happy, relaxed guests will typically order more and leave larger tips. Staff are more efficient and productive. Digitising and automating mundane processes can empower hotels to enhance productivity and job satisfaction amongst staff.

The future of F&B – see what we can do.

IRIS helps companies of all sizes provide digital solutions to their guests. Start today by requesting a demo, or let us know about your business.

www.iris.net/demo

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