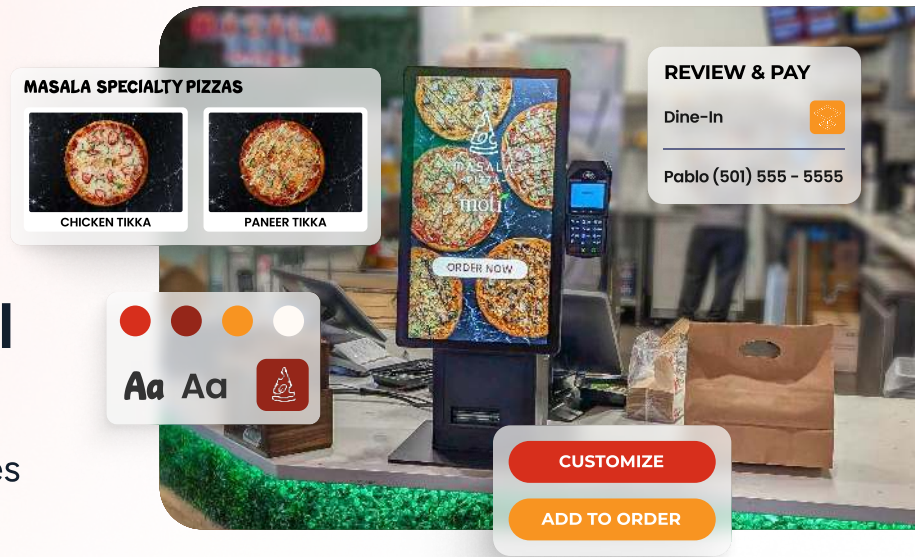**Checkmate**

🖥 KIOSK

Keys to a Successful Kiosk Launch

Tips to help drive adoption and sales through your new ordering kiosks

Kiosks are experiencing a wave of adoption in the restaurant industry, with **44% of brands planning to add kiosks this year** alone. And it's no surprise why. Restaurants that have adopted this technology have seen average order sizes grow by 10%.

However, the ROI is not automatic. To increase the likelihood that kiosks will be adopted by your customers, they must be installed with a comprehensive strategy. Here are three tips to ensure your kiosks have a meaningful impact on day one.

01

Create a Kiosk Team

Avoid placing a single kiosk in your lobby. This conveys that the solution is peripheral and non-essential. In such an environment, kiosks are typically only used when the traditional ordering line is too long.

When launching kiosks, it is recommended to test with at least 2-3 units to gather enough data. These should be placed where customers naturally walk as they enter the restaurant. Studies have shown that a single kiosk, placed outside of traffic flow, is subconsciously deprioritized by the customer and does not drive engagement.

Put the Kiosk in the Flow of Traffic

Brands investing heavily in kiosks like Popeyes and Shake Shack have learned that kiosks need to "greet" customers as they flow through every restaurant's entrance. They do this by placing kiosks directly in the flow of customer traffic, not in a spot out of their line of site.

This conveys that using a kiosk is simply part of the ordering process and encourages customers to prioritize them versus going to the counter.

02

03

Use a Concierge

For the first few weeks, to get your customer comfortable with the technology, place a team member in the lobby as a guide. This team member offers a safety net for first-time kiosk users and makes a significant impact on adoption.

Typically, after customers have used kiosks 1-2 times, they begin to prefer ordering that way. Aiding customers through their first kiosk orders helps drastically increase adoption rates.

---

itsacheckmate.com

Connect with us X in ▶ ⓘ f

ABOUT CHECKMATE

Checkmate empowers enterprise restaurant brands with powerful ordering solutions and hands-on support. Our scalable technology enables restaurants to drive sales across channels, including custom websites, apps, kiosks, catering, third-party marketplaces, voice AI, and more. With seamless integrations, smarter analytics, and 24/7 service, Checkmate helps brands conquer their digital goals. Restaurants can launch unique ordering experiences, centrally manage menus, recapture revenue, leverage customer data, and continually adapt with new integrations. Regardless of how you want to grow, Checkmate has the tools and guidance to power, manage, and evolve your digital business.

Get started with kiosks →