

THE ESSENTIAL CHECKLIST

Upgrading Your Restaurant's Tech Stack

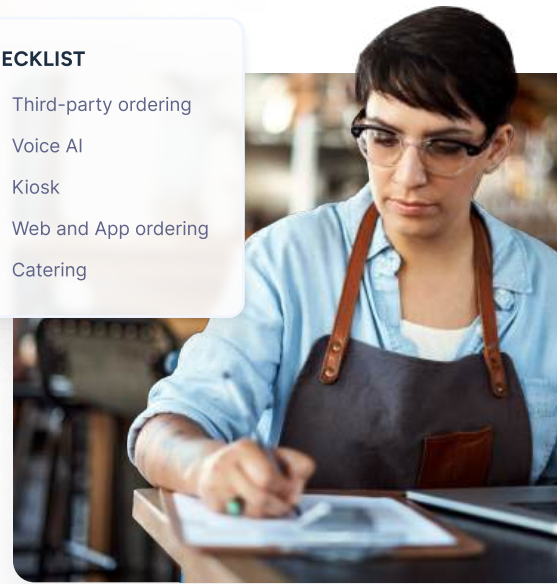
You're ready to upgrade your tech stack but not sure where to start?

Don't worry; we got your back!

Use this checklist when re-evaluating your technology stack. Each section includes questions and actions to consider.

CHECKLIST

- Third-party ordering
- Voice AI
- Kiosk
- Web and App ordering
- Catering



1 Customer Experience

- Test user journey on desktop, mobile, and tablet**
Is our ordering process intuitive across all devices?
- Evaluate current tracking system accuracy**
Do we provide real-time order tracking?
- Review recommendation algorithm effectiveness**
Do we offer personalized recommendations?
- Ensure you have automated surveys set up**
How are we gathering customer feedback?
- Implement one-click reorder functionality**
Can customers easily reorder past meals?
- Have a communication plan ready for when issues arise**
How are we resolving customer order issues?
- Conduct A/B tests on menu layouts and imagery**
Is our menu presentation clear and enticing?

2 Operational Efficiency

- Audit integration points for any delays or errors**
Does our system integrate seamlessly with our POS?
- Conduct stress tests during peak hours and implement a solution that allows for dynamic prep times if needed**
Can our system handle high-volume periods without crashing?
- Implement centralized channel management**
Can we update menus across all platforms simultaneously?
- Evaluate current routing software performance**
For brands with in-house delivery drivers: Are we optimizing routes effectively?
- Compare error rates pre- and post-implementation**
Is our kitchen display system reducing order errors?

3 Revenue Optimization

- Analyze upsell acceptance rates and adjust strategies**
Are we effectively upselling and cross-selling?
- Ensure points and rewards can be seamlessly accrued and redeemed**
Is our [loyalty and marketing](#) program integrated with online ordering for better tracking?
- Review promotion management tools**
Can we easily implement and track promotions?
- Explore new pricing solutions that update costs automatically**
Are we leveraging [dynamic pricing](#) capabilities?
- Set up a process internally for disputing refunds or [leverage a solution](#) to handle this on your behalf**
Do we have a system for reducing refunds?
- [Explore solutions](#) that ensure your locations are always active to avoid lost sales**
Do we have a system for tracking if our locations are online?
- Implement automated follow-up for incomplete orders**
Do we have a system for recovering abandoned carts?

4 Data Utilization

- Review [data collection practices](#) for compliance**
Are we collecting relevant customer data?
- Evaluate current segmentation and geofencing capabilities**
Can we segment customers effectively for targeted marketing?
- Ensure KPIs are built and easily accessible to decision-makers**
Do we have real-time sales and performance dashboards?
- Explore the use of AI-driven inventory forecasting**
Are we using predictive analytics for inventory management?
- Develop standardized reporting that makes it easy to track results**
Can we easily compare performance across locations?

5 Multi-Channel Integration

- Evaluate all current order aggregation solutions**
Are our first-party and third-party orders managed in one system?
- Align [kiosk](#) interface with web and app platforms**
Is our in-store kiosk experience consistent with the one used to order online?
- Explore AI-powered [voice ordering](#) for phone and drive-thru**
Do we offer voice ordering capabilities?
- Review third-party partnerships and ensure you're active everywhere customers are ordering**
Are we present on all relevant third-party platforms and do we have alerts to notify us if menus go offline?

6 Scalability and Future-Proofing

Assess system capacity against your 2-3 year growth plan
Can our current system support our growth projections?

Evaluate API capabilities and integration options
Is our tech stack flexible enough to add new features quickly?

Audit existing capabilities for new opportunities to improve the customer experience
Are we investing in new technologies to streamline operations, such as AI, and are we pilot testing enough?



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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.

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