



12 BENEFITS OF CUSTOM MENU BOARDS

Custom menu boards are the modern solution to save time and money, increase sales and improve the customer experience in any QSR or Fast-Casual setting. Here are the 12 top benefits:

Viewers spend **30% more time** looking at digital signage compared to static signs.

Digital signage decreases a customer's perceived wait time by **up to 40%**.

56% of consumers say they have been **influenced** by a menu board.

30% of customers say a digital sign has prompted an **unplanned purchase**.

Operators claim they experience a **3%-5% sales lift** after installing digital menu boards.

Sellers see an average increase of **2.5%-3%** in margin per transaction when using digital menu boards.

Businesses typically recoup their investment in **9-18 months**.



1. MORE ATTRACTIVE, DYNAMIC & ENGAGING

- People process visuals 60,000 times faster than text.
- Photos, videos and animation makes menus more attractive to customers.



2. FASTER EXPERIENCE FOR BOTH CUSTOMERS & STAFF

- Custom menu boards let customers choose quickly.
- Show queuing info to further reduce perceived wait times.
- Add interactive kiosks and online ordering to speed things along.



3. POSITIVE IMPACT ON CUSTOMERS' BUYING DECISIONS

- Digital signage is a great way to upsell and cross-sell.
- Sellers see an average increase of margin per transaction of 2.5%-3%.
- 30% of customers say that a digital sign influenced an unplanned purchase.



4. BOOST BRAND LOYALTY & REVENUES

- Unlimited real estate for product advertising.
- Advertise specials, daily deals and other limited time offers.
- Promote loyalty programs, events and social feeds.
- Always keep your menu on at least one screen!



5. COMPLIANCE WITH LABELING LAWS

- Show calorie counts, allergy alerts and other dietary info.
- Display icons next to menu options or fullscreen nutrition tables.
- Use QR codes to route to ingredient lists and sourcing info.



6. INTERACTIVE, SELF-SERVICE OPTIONS

- Use touchscreens for menu browsing and ordering.
- Younger customers expect touchscreens!
- Kiosks encourage people to dive deeper and stay longer.
- Offer satisfaction surveys on the spot.



7. CENTRALIZED & LOCALIZED

- Content management in a single app.
- Centralized and consistent branding from HQ.
- Organize users into groups with different permissions.
- Local franchises can contribute their own content.



8. UPDATES ARE FAST & AUTOMATED

- Pull menu info from POS, CBORD, XML, JSON or Excel.
- Automatically updates on screens when changed at the source.
- Great for venues with rapidly-changing inventory.



9. EASY SCHEDULING & DAYPARTING

- Schedule ad campaigns in advance with end date.
- Choose days and times of day for content on screens.
- Great for breakfast/lunch/dinner, daily/weekly/monthly and seasonal menus.



10. CHEAPER THAN PRINT

- No printing or associated waste costs.
- Less labor to design and maintain.
- Cloud subscriptions make content management affordable.



11. EASY TO EXPAND

- Add more screens (drive-thru).
- Add more locations.
- Simply add more users to your digital signage app.



12. DESIGN HELP IS AVAILABLE

- 74% of customers say that an easy-to-read menu board is a top priority.
- We have menu board templates available.
- Get custom designs from our award-winning artists.

Sources:

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For more information about **digital signage** solutions, contact us.

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