Quick Service Restaurants: Improve sales and the guest experience with mobile barcodes

SERVE MOBILE BARCODES FOR AN INVALUABLE DIRECT REAL-TIME CONNECTION TO YOUR CUSTOMERS

Quick service restaurants (QSRs) around the world are using mobile barcodes to create highly targeted one-to-one mobile marketing campaigns that work, delivering unprecedented response rates that drive more customers through your doors and increase sales. Mass marketing is replaced with individual, relevant and timely offers. But what is a mobile barcode? What kind of programs can they support? And why are they at the heart of some of the most successful QSR marketing campaigns?

What is a mobile barcode?

A mobile barcode is simply an electronic version of any barcode that can be delivered, stored and displayed on the screen of a mobile phone. While 1D or 2D barcode symbologies can be utilized, it is the 2D barcode that delivers the most value. The typical 1D barcode is a single string of numbers and letters that represent a single piece of data, such as a specific coupon. But 2D barcodes are not only much smaller, they have a much greater data capacity, enabling the collection of the detailed information required to develop more personalized and relevant offers for every one of your customers.

What types of programs can you create?

Today's QSRs are using mobile barcodes to replace paper coupons and game pieces as well as plastic loyalty and gift cards. But applications are limited only by your imagination. For example, you could sponsor mobile donations for local families in need at holiday time or disaster victims, or create custom-branded games for mobile phones that provide constant brand exposure to players.

Why mobile barcodes work: The most direct customer connection possible

Mobile barcodes allow you to market directly to your customer's personal mobile phone — the one device that is nearly always in a pocket or purse. This new direct channel of communication allows you to reach your customer instantly. And with integrated GPS technology in virtually every mobile phone, you can also execute marketing programs based on the location of your customer — for example, when they are driving by or inside your restaurant — allowing you to impact your customers at the most appropriate point of decision.

If you build it, will they come?

The move towards a paperless electronic society has everyone looking for new ways that the mobile phone — the one device they always carry — can simplify their lives. Mobile barcode programs help your customers save both time and money.

The proof is in the numbers. According to a recent survey, 82 percent of consumers believe that mobile coupons are more convenient than printing out paper coupons.[1] As a result, the overall market for mobile coupons is flourishing. 55 percent of smartphone shoppers used a mobile coupon in Q4 2015[2] and a new report from Juniper Research found that there will be over one billion mobile coupon users by 2019, up from just under 560 million in 2014.[3]

Benefits

Mobile barcodes deliver many benefits for customers and businesses alike, allowing you to:

Help your customers save time and money

With mobile barcodes, your customers no longer need to carry paper coupons and game pieces, or plastic loyalty and gift cards. Instead, all of these items can be easily carried on the one device that is always available to your customers — their mobile phone. As a result, customers never miss an opportunity to save money because a paper coupon or gift card is at home in a kitchen drawer.

Keep register lines moving

Patience is not typically a virtue for customers in line in a QSR — they are usually looking to get in and get out as quickly as possible. With Zebra's imagers, the barcode displayed on the screen of the mobile phone can be accurately captured in a split second. Whether your customers are redeeming a coupon, presenting a loyalty or gift card or even a game coupon to collect a prize, your register lines keep moving. Cashiers no longer need to waste time typing in alphanumeric codes, and the errors associated with manual keying of that information are eliminated. In addition, since every scanner in this family offers omni-directional scanning, there is never a need to align barcode and scanner, allowing cashiers as well as customers to quickly and easily scan the mobile barcodes.

## Drive marketing costs down and redemption rates up

Electronic barcodes eliminate the hard costs associated with printing and distributing physical coupons, loyalty and gift cards, and game pieces, substantially reducing the overall cost of your marketing programs. In addition, redemption rates for mobile barcode-based marketing programs are extraordinarily high. Average redemption rates for mobile coupons are 10x greater than traditional paper coupons.[4]

Increase sales...and order size

Unlike coupons in newspapers, mobile barcodes are targeted directly at the most likely people to use the coupon — your loyal customers. In addition, marketing has never been more timely. You can now market to customers who are in your neighborhood, allowing you to affect the decisions your customers make about where to eat. And you can even market to customers while they are in line at the register, offering discounts or promoting new items that help increase the average order size.

Increase brand awareness and improve brand perception

Through the direct cost-effective connection that only mobile barcodes can provide, you can touch your customers more often. Your brand stays 'front and center' as you offer your customers real value —
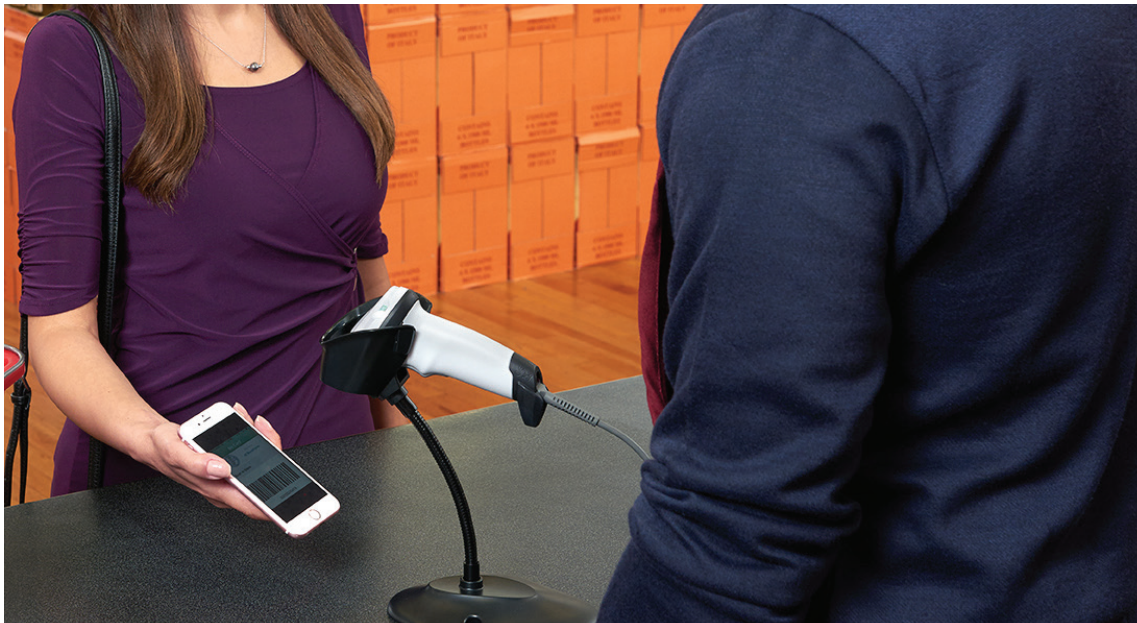
savings and convenience. In addition, since your promotional communications are electronic, customers can easily forward a promotion to others who might be interested, allowing you to take advantage of the viral nature of electronic campaigns. And since you can promote new menu items almost instantly, the perception your customers have of your brand remains as fresh as the food you cook every day.

The top four QSR mobile barcode applications

Mobile Coupon

In the world of QSRs, at least one of your competitors is usually right across the street from you. With a goal to get people to come through your doors as often as possible and boost order size, you need to gain and keep their attention. Mobile coupons can help you achieve those goals. Mobile coupons are always in reach — there is never any clipping involved and they're never forgotten at home. Customers can choose their preferred delivery method, opting to pull the coupons from your website, send a text message to obtain the coupon of the day, or allow you to push coupons to them on a regular basis, including when they are driving by or actually in your restaurant. In addition, you can utilize unique barcodes or embed customer identifying information to track the items each

customer orders. Armed with this information, you can provide each customer with a personalized coupon for the menu items they most want to buy.

And mobile coupon programs work. Industry analysts estimate that mobile coupon redemption rates will likely reach 10 percent by the end of 2020.[5] And many programs have well exceeded those numbers. For example, two major fast food restaurant chains achieved 65 percent[6] and 19 percent[7] redemption rates on their mobile coupon initiatives.

Mobile Loyalty Card

The loyalty card has become a staple of society, a way for businesses to reward repeat visits and continued loyalty. The mobile barcode allows you to create mobile loyalty cards that can be carried in a cell phone, improving customer convenience and reducing program costs.

No longer do you have to print and distribute physical loyalty cards that patrons need to track. Instead, you can simply issue a mobile barcode that is always readily available — no need for guests to search pockets and purses for the card, or for cashiers to spend time looking up the customer's loyalty card information. Lines keep moving, and customers are always able to take advantage of loyalty card benefits — from discounts to accumulation of points for purchases.

Customers appreciate these benefits. A recent survey found that 75 percent of smartphone shoppers are interested in saving loyalty cards to their devices, and 66 percent said they would have a more positive opinion of a loyalty program if it were available on a mobile device.[8]

Mobile Gift Card

Similar to mobile loyalty cards, you can offer mobile gift cards that provide benefits for purchasers and recipients. Mobile gift cards are very convenient for your customers to give — there is no need to visit the store. And since the mobile gift card can be delivered seconds after it is purchased, it becomes an ideal last-minute gift idea. Recipients will also love their mobile gift cards. They are always just the press of a key or two away. And you can also allow recipients to look up the available balance on the gift card, providing an additional value-added service.

Mobile Prize Winner

Games and contests are a staple in the QSR industry. But games that require the collection of multiple game pieces or completion of an entry form can frustrate customers, reducing participation and the overall success of the promotional contest. Enter the simplicity of the mobile game. You can allow guests to text a keyword to obtain a game piece or enter in a drawing for a car or an all-expenses-paid vacation. You can provide an alternate key word that allows customers to not only retrieve a game piece, but also simultaneously opt-in to receive future game-related messages on their mobile phones. You can also deliver a discount coupon with game pieces, incenting customers to not only play the game, but also return to your restaurant in the near future.

And unlike physical game pieces, your cashiers will never need to waste time entering information on the game piece to verify the authenticity of the piece and what the customer has won. Instead, a split-second scan of the mobile barcode displayed on the screen of the customer's mobile phone gets the job done.

Getting ready for the new world of mobile barcodes

At the heart of every mobile barcode program is the ability to read the barcodes that are displayed on the screen of your customers' mobile phones. This means you need scanners that can capture barcodes on the challenging highly reflective display of a mobile phone or tablet. And with Zebra's imager family for QSR, you can.

This family provides the versatility needed to implement mobile barcode-based marketing programs, as well as accommodate patrons who adopt mobile barcode technology before you do. No matter how many mobile barcodes you need to read per hour or per day, there is a scanner that is right for the job — and your environment. Regardless of which scanner you choose, you can count on the performance, reliability and ease-of-use that are synonymous with the Zebra Technologies name:

- **World-class scanning performance.** Every scanner offers the superior scanning technology that makes Zebra Technologies the global market share leader in the barcode industry: high performance, lightning fast capture of any barcode — even damaged and poorly printed barcodes.

- **Easy to use right out of the box.** With smart auto-host detect cables, Zebra's exclusive Scan-to-Connect technology and a complimentary staging tool, you can count on using your Zebra scanners on day one.

- **All day everyday reliable operation.** Our scanners are purpose-built to handle the bumps and spills associated with heavy use.

- **Maximum uptime.** Remote management tools and industry leading all-inclusive affordable service plans keep devices in the hands of your workers practically every minute of every working day, delivering the maximum uptime and a very low total cost of ownership (TCO).

DRIVE MORE CUSTOMERS INTO YOUR QUICK SERVICE RESTAURANT WITH MOBILE BARCODES.

FOR MORE INFORMATION PLEASE VISIT **WWW.ZEBRA.COM/MOBILEBARCODES**
OR ACCESS OUR GLOBAL CONTACT DIRECTORY AT **WWW.ZEBRA.COM/CONTACT**

Recommended Zebra Imagers for QSR

	Corded	Cordless	MFi (made for iOS)	Driver's License	Image Capture	EAS De-activation	Digimarc Barcode Support	RFID
Handheld 1D/2D Imagers								
DS2200 Series — Value pricing to meet the most budget-conscious requirements — without compromising on the performance and features required in the quick service restaurant.	○	○						
DS4308 — Mid-range scanner when you need feature rich versatility and a 28 in. range for scanning across the counter.	○			○	○	○		
DS8100 Series — Delivers the very best in scanning performance to increase transactions and reduce customer wait time in the busiest, scan-intensive environments.	○	○	○	○	○	○	○	
Handheld/Hands-free 1D/2D Imagers								
DS4308P — Delivers all the features of the DS4308, plus an integrated pedestal that gives you the flexibility to switch on-the-fly between handheld and hands-free scanning.	○			○	○	○		
DS9208 — Get presentation scanning in a contemporary design that is at home in design conscious environments.	○			○	○	○		
DS9808 — Premium scanning performance in a combination handheld/hands-free design with advanced ergonomics that deliver all day comfort.	○			○	○	○		○
Fixed Mount 1D/2D Imagers								
DS457 — Tiny fixed mount scanner designed for the most space-constrained areas — or can be mounted under the counter if you need a zero footprint device.	○				○	○		
On-Counter 1D/2D Imagers								
DS7708 — Get can't-miss on-counter scanning with the largest field of view in its class and next generation swipe speed.	○				○	○		
Companion 1D/2D Imagers								
CS4070 — Easily add advanced enterprise-class scanning to iOS, Android and Windows mobile phones and tablets in seconds with this Bluetooth pocket-sized device.		○	○					

1.   2016 Mobile Consumer Report; Vibes; http://www.vibes.com/resources/2016-mobile-consumer-report, page 12

2.   Shop 'Til They Drop…Or at Least Until Their Thumbs Hurt: Getting to Know the Mobile Shopper; May 10, 2016; Nielsen; http://www.nielsen.com/us/en/insights/news/2016/shop-til-they-drop-or-at-least-until-their-thumbs-hurt-getting-to-know-mobile-shoppers.html

3.   Mobile Coupons: Consumer Engagement, Loyalty & Redemption Strategies 2014-2019; July 29. 2014; Juniper Research; https://www.juniperresearch.com/press-release/coupons-pr1

4.   2016 State of the Mobile Coupon Industry; Koupon Media; page 2

5.   Mobile Coupons – Market Drivers and Forecast From Technavio; Technavio Press Release; November 24, 2016; http://www.businesswire.com/news/home/20161124005020/en/Mobile-Coupons-%E2%80%93-Market-Drivers-Forecast-Technavio

6.   McDonald's chalks up 65pc offer redemption rate via mobile; Chantal Tode; March 6, 2014; Mobile Commerce Daily; http://www.mobilecommercedaily.com/mcdonald%E2%80%99s-chalks-up-65-percent-offer-redemption-rate-via-mobile

7.   QSR Mobile Marketing Campaign Generates 19% Redemption Rate; Derek Johnson; January 8, 2014; Tatango; https://www.tatango.com/blog/qsr-mobile-marketing-campaign-generates-19-redemption-rate/

8.   2016 Mobile Consumer Report; Vibes. http://www.vibes.com/resources/2016-mobile-consumer-report; pages 8 and 9

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