



VISIONET


# Menu for Success Restaurant Accelerator



Trailblazer for  
Dine-in Mobile  
Ordering and  
Contactless  
Payment

Empowering Restaurants and Guests  
with Salesforce Commerce Cloud





The unprecedented COVID outbreak hampered operations for many businesses, and the restaurant industry was no exception. Modern-day diners now demand more protective measures and a seamless, mobile, end-to-end digital experience. Cloud computing and tablet based POS services enable omnichannel customer experiences with the power to meet evolving customer expectations. With 'Menu For Success', in partnership with Salesforce and Mad Mobile, we have finally delivered on a post- pandemic ready ordering solution.



# The Evolution of Customer Needs

According to Gartner\*, most companies will have digitized

# 80%

of their ordering and procurement processes by 2024.



## Digital Ordering and Payments

Since the pandemic, more customers are getting comfortable with digital ordering and payment solutions.

Zonal and CGA's Go Technology Report\*2

Since November 2020

# 43%

of customers use tech to pay for their food

# 76%

are satisfied with digital ordering solutions.

# 40%

feel confident in restaurants that offer e-commerce options during the pandemic

Lumina Intelligence\*2 Reports

# 25.9%

preferred QR codes after the first lockdown.

# 26.4%

preferred mobile ordering and payment options after March 2020.

Source: <https://www.gartner.com/en/newsroom/press-releases/2020-10-08-gartner-identifies-top-five-areas-in-digital-commerce-that-covid-19-will-change>

<https://www.bighospitality.co.uk/Article/2021/02/01/What-does-the-future-of-mobile-order-and-pay-look-like-for-restaurants-and-pubs>

# The Challenge

COVID-19 led many restaurants to leverage mobile ordering solutions. However, many couldn't successfully scale up due to:

- Manual duplication of menu and menu logic on the server
- No real-time and localized menu availability due to lack of truly configurable menu system
- No POS integration



## Restaurant Accelerator by Visionet

Improve order accuracy.  
Speed up service.  
Reduce labor costs.  
Enhance user experience.

Visionet's Restaurant Accelerator is a packaged offering to help dine-in retailers and quick-service restaurants with a world class e-commerce solution. Integrated with legacy POS systems, it is a real-time process automation tool, offering bi-directional ordering capabilities. The impact of Salesforce Commerce Cloud in empowering your restaurant and guests with premium order and payment solutions is at the epicenter of today's Visionet cloud digital innovations.

## Salesforce Commerce Cloud

Fully Integrated	Menu Integration	Consistent UI	Open Ticket	Quick Contactless Payment
Comprehensive Connectivity	Multi-mobile Order		Runs in-store and in cloud	
Real-time Item Availability	Order Accuracy		Elevate Customer Experience	



# How it works?

## End-to-end contactless dining engagement

- 1** Guest scans QR code on their device to access the real-time menu.
- 2** Guest places orders for their favorite food on their device.
- 3** Server with Mad Mobile's app is notified on the placed order.
- 4** Server checks the order and assigns the table number to the guest.
- 5** Order is sent to the POS and restaurant systems e.g. KDS
- 6** Check remains open
- 7** Server or guest can add items, do voids, and refund to check
- 8** Guest, server, and restaurant POS are all in sync
- 9** Guest pays using their own device
- 10** Server is notified of the bill payment
- 11** Check is closed at the POS



## Frictionless Digital Adoption

- Unique POS Adapter enables real-time integration to legacy POS.
- Single source for menu, pricing, promos, combos.
- No need to duplicate menu on another server.
- Empower servers to service more tables and turn tables faster.
- Real-time support for ticketing, voids, and refunds to guests and servers.
- Servers, guest, POS are always in sync.
- Directly connects to restaurant store technology, e.g. KDS, printers, PEDs.
- With frictionless NFC platforms like Apple and Google Pay.
- Higher Average Order Value.
- Reduced labor costs.
- Connected with the #1 CRM and Customer Engagement Platform, Salesforce.
- Quick-launch Accelerator available in as little as 6 Weeks.



# Future Proofing Solutions with Visionet

Visionet is a trusted partner of global retail & CPG, financial services, food & beverage, transportation & logistics, and pharmaceutical brands, in delivering disruptive digital transformation. With 8,000 brilliant minds and a 25-year long track record of innovation, delivery, and exceeding our customers' expectations, our excellent approval ratings are reflective of our impeccable service quality.



## Headquarters

4 Cedarbrook Drive, Bldg. B  
Cranbury, NJ 08512  
Tel: 609 452 0700  
Fax: 609 655 5232

## Pittsburgh

183 Industry Drive  
Pittsburgh, PA 15275  
Tel: 412 927 0226  
Fax: 412 265 4182

## Munich

Maximilianstraße 13, 80539  
München, Germany  
Tel: +49 (0) 89 20 300 6444  
Fax: +49 (0) 89 20 300 6450

## Bengaluru

AMR Tech Park, Ground Floor  
#23 & 24 Hosur Main Road  
Bengaluru Karnataka 560 068  
India  
Tel: +91 806 669 0000

## Lahore

Software Technology Park  
El Sehjpai Road,  
Lahore, Pakistan  
Tel: +92 111 797 836

# VISIONET

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[www.visionet.com](http://www.visionet.com)  
[sales@visionet.com](mailto:sales@visionet.com)