



Cognizant® OrderServ: Order management reimagined

Did you know?

The global Quick Service Restaurant (QSR) market is projected to double, growing from \$971 billion in 2024 to \$1,930 billion by 2032.

This growth isn't just about an increase in customers; it's also about the evolving ways they order. Whether in-store, at home, or on the go, customers expect quick service – the hallmark of any QSR.

- **Mobile ordering:** Customers who place an online order with a restaurant will visit that restaurant 67% more frequently than those who don't
- **Labor shortage:** 45% of restaurant operators say they don't have enough employees to support existing customer demand
- **Self-service kiosks:** 43% increase in the number of restaurant kiosks from 2021 to 2023, reaching nearly 350,000 installations

Driving growth through a unified customer experience

Cognizant OrderServ is the ultimate omnichannel order solution for the food services industry. Ordering on your way home? At the airport? In-store? No problem.

Our solution enables QSR customers to order from anywhere, anytime, on any device. It seamlessly integrates with restaurant POS systems, kitchen display systems (KDS), master data management, payment services, loyalty programs, social media, and other enterprise applications, leading to a unified experience from ordering to eating.

Our solution is hosted on the AWS platform and enables the integration of digital assets, alongside plug-and-play security models to meet organizational needs, ultimately freeing up time for associates to do what matters most. Spend time with their customers.

The result? A seamless blend of ordering capabilities, from kitchen management to enterprise systems that track sales and transactions.



Here's how it works

Introducing OrderServ-Cognizant's global unified commerce digital food ordering solution.

Client branding

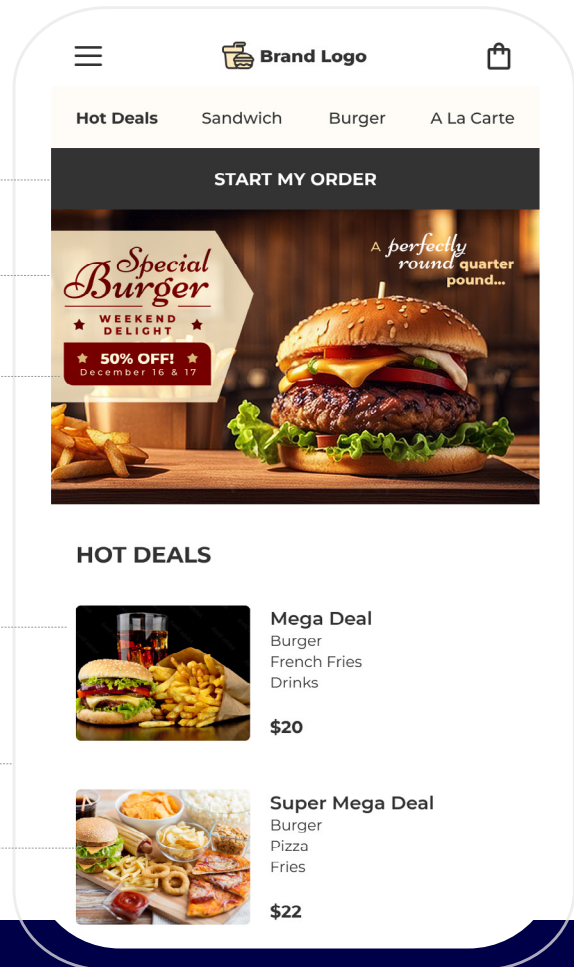
Omni channel platform

Custom features

Seamless integrations

Cloud hosting

Robuet roadmap



Unify the customer experience

Order Serv's integrated, unified commerce platform offers your customers a seamless experience across channels and provides the personalization required to drive brand loyalty.



Increase revenue

Drive sales through every digital channel— mobile apps, chatbots and voice ordering intelligent upscaling capabilities based on and purchase history and purchase habits.



Drive frequency

Engage customers through browser based pushed notifications for offers. personalize offers based on customer segments. Build loyalty and repeat visits.

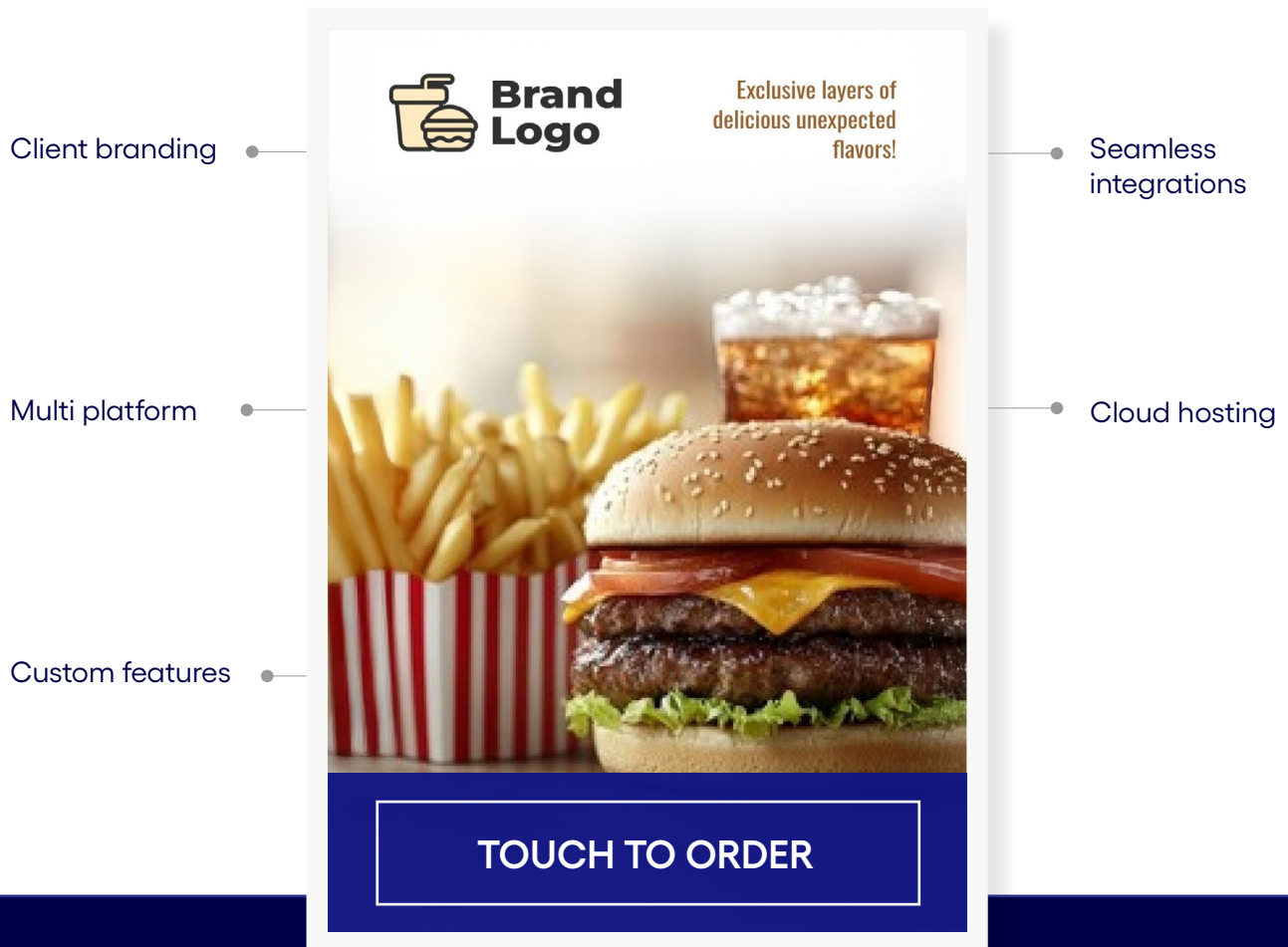


Reduce cost

Lower TCO through cloud microservices, Improved customer service productivity with UX friendly, AI enabled, feature rich call center platform.

Here's how it works

Introducing OrderServ Kiosk - Cognizant's self-order solution



Enhanced customer experience

Provides a user-friendly interface for customers to place a orders quickly and accurately, leading to higher satisfaction levels.



Upsell opportunities

Prompts customers with upsell suggestions and customization options, increasing average order value and revenue.



Scalable and reliable

Kiosk platform is independently built for scalability & reliability ensuring optimal performances during peak loads and minimal downtime in stores.



Integration capabilities

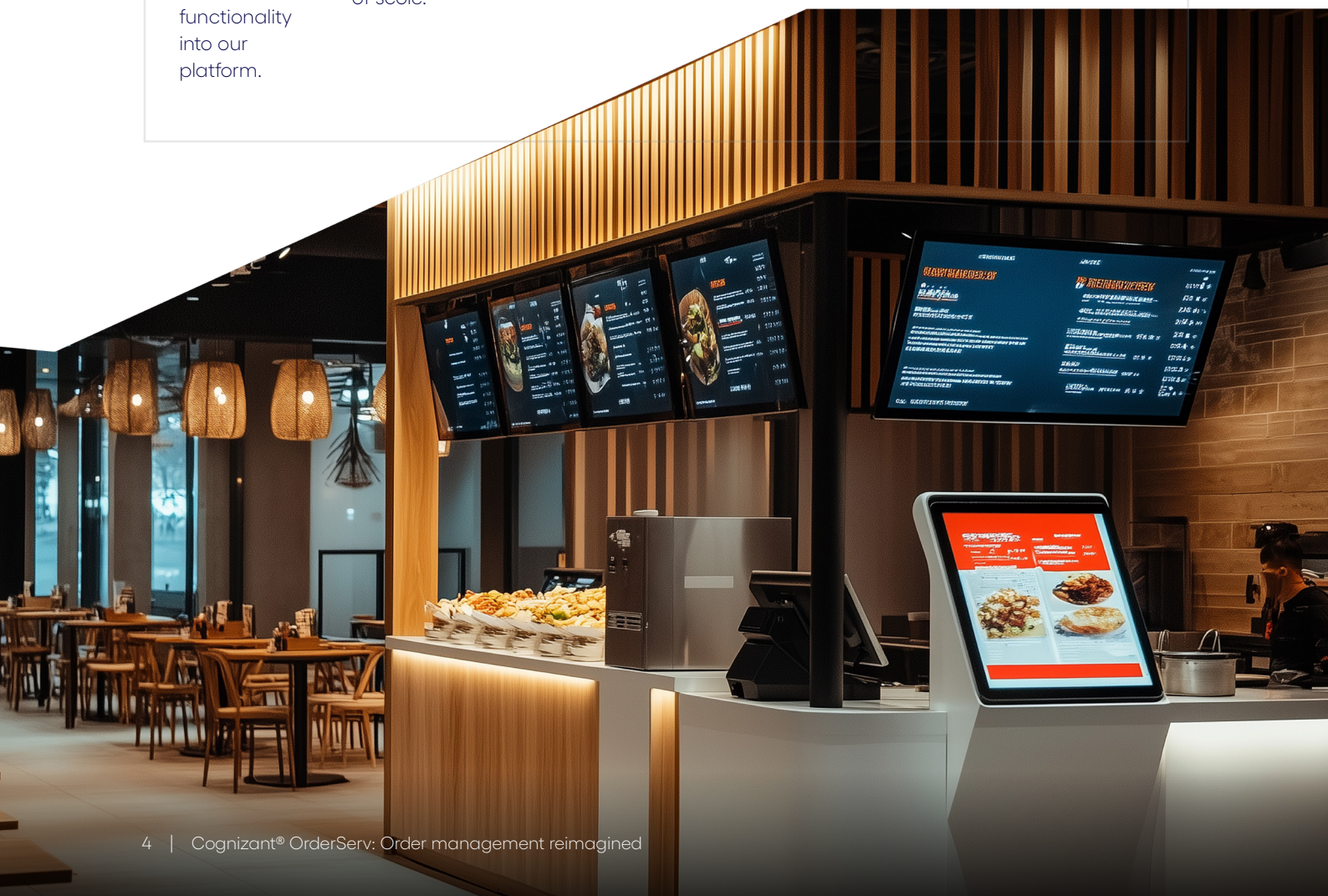
Seamlessly integrates with existing POS and kitchen systems, ensuring smooth operations and order fulfilment.



Analytics and insights

Captures valuable data on customer preferences and behaviour, enabling better decision-making and personalized marketing strategies.

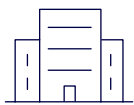
Resilient platform	Global Reach and Support	Best in Class Partnerships	Customer First Approach	Industry Veterans
Built on sustainable and resilient cloud technology.	Available in multiple geographies for a true global footprint.	Deep partner ecosystem to enable maximum business value and innovation. or SAP customer relationship and billing.	Deep customer centricity and hyper personalization for the end consumer	Deep experience working within global restaurant customer organizations and the hospitality industry to deliver business value.
Microservices based AWS native platform-head-less eCommerce engine and aggregator integration hub. technology.	Support for local language and compliance.	Integration with 3rd party systems, management of channels, consolidated reporting, single source for master data	Strong product roadmap and investments, large development team to support frequent releases and updates.	
Mobile first approach and continually test and integrate the latest functionality into our platform.	Global and regional pricing model to drive economies of scale.			



Results we've delivered for clients

Cognizant launched digital ordering and refined on-the-go convenience for a leading fast-food chain.

We designed experiments and UX studies to design an intuitive UI, developed scalable architecture and backend systems for legacy data integration, and created iOS and Android mobile apps to support a multi-channel digital platform for a leading QSR.



2,200+

stores nationwide rolled out pickup and white label delivery



200%

year-over-year revenue growth achieved



20%

increase in average check size



35

NPS score achieved in mobile app

Contact us to learn more about what Cognizant Orderserv can do for your business or visit us at our website: [Cognizant OrderServ® Omnichannel Food Ordering Solution | Cognizant](#).



Cognizant helps engineer modern businesses by helping to modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. To see how Cognizant is improving everyday life, visit them at www.cognizant.com or across their socials @cognizant.

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