![Cognizant logo]

Perspectives

Beyond traditional ordering

5 ways the Cognizant® OrderServ solution enables a seamless, personalized ordering journey.

Cultural change and technology shifts continue to accelerate guests' appetite for hyper convenience and personalization. Whether we're talking about mobile apps, chatbots and voice ordering, or personalized offers, customized products and loyalty rewards, the more hospitality technology innovations you offer, the more guests want.

In the US, the momentum continues for venture capital (VC) investment in food intermediaries and delivery services. In fact, the global Quick Service Resturant (QSR) market is projected to double, growing from $971 billion in 2024 to $1,930 billion by 2032.[1] Such investments are used to enable everything from improved convenience, through managing guest dietary preferences and food personalization, to leveraging robots to ease labor shortages.

Here, we look at the compelling business benefits delivered by the Cognizant OrderServ solution, and how it's revolutionizing food ordering across the industry.

1. Refining customer experiences

The pandemic accelerated the popularity of mobile ordering. As physical and digital channels merge, restaurants must optimize conversions across an expanding array of channels. Millennials and Gen Z consumers are dictating new operating models centered around hyper convenience and personalization. 70% of orders created online and through at-home delivery services are made by consumers between the ages of 21 and 36.[2]

OrderServ empowers you to exceed guest expectations by offering a seamless and personalized ordering journey. Through intuitive interfaces, guests can effortlessly explore menus, customize their orders and make secure payments, all from their preferred channel or device.

OrderServ allows businesses to exceed the evolving expectations of tech-savvy guests, while ensuring convenience, speed and accuracy throughout a seamless ordering process.

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2. Optimizing operations

As hospitality businesses face the constraints of the cost-of-living crisis, exceptional customer experience and customer relevance are the cornerstones of success in unified commerce. As consumption habits become more complex, flexibility, scalability and timeliness are required to meet guest demands and market trends. Anything less than a seamless, unified ordering experience quickly leads to brand fragmentation and loss of revenue.

Cultural shifts continue to drive restaurant technology requirements to meet the needs of tomorrow's consumer. To be successful, it's imperative to integrate seamlessly and unify restaurant point-of-sale (POS) systems, kitchen display systems (KDS), payment services, master data management, customer service, marketing, and every aspect of the value chain globally

OrderServ offers an omnichannel food ordering solution that brings together multiple ordering channels, including mobile apps, websites, in-house kiosks and delivery partners into a single, seamless platform. This orchestration streamlines operations, eliminating disjointed systems and reducing complexity for both guests and staff. By centralizing the ordering process, hospitality establishments can enhance efficiency and optimize resource allocation, ultimately leading to cost savings and improved profitability.

Whether yours is a hotel, restaurant, bar, or other entertainment venue, OrderServ empowers you to streamline your operations, omnichannel ordering processes and offer outstanding customer service.

3. Accelerating revenue growth

In a commercial environment where the cost of saleable items, as well as overhead like rent, electricity and wages continue to rise sharply, every business needs to prioritize revenue growth. Increased costs inflate prices and, inevitably, are passed on up the global value chain. To combat these harsh conditions, you'll need to captivate your guests with irresistible offers, encouraging them to spend more, more often.

OrderServ can help you increase revenue and drive sales through every digital channel, including mobile apps, chatbots and voice ordering. It will help increase average ticket price through intelligent upselling capabilities, based on customer data, including purchase history and purchase habits. OrderServ will also drive the frequency of customer visits by engaging guests through browser based pushed notifications for offers. You can also personalize offers based on customer segments, building loyalty and encouraging repeat visits.

4. Facilitating seamless integrations

Flexibility is crucial for every type of hospitality establishment, as you'll need to respond rapidly to quickly changing customer preferences and product availability. You'll want to change and augment your offerings according to changing seasons, holidays or events, and corresponding changes in customer expectations.

OrderServ enables real time menu management, empowering you to manage dynamic menus and real time updates, and ensuring guests have access to the latest offerings. Whether it's adding new dishes, modifying ingredients or updating prices, the platform allows for seamless menu updates across all ordering channels. This capability enhances operational agility and prevents potential customer dissatisfaction due to outdated or unavailable menu items.

OrderServ also transforms the in-store experience by streamlining ordering with self-service kiosks, enabling seamless table service ordering through QR codes, and enhancing efficiency with soft POS, allowing handheld devices to manage orders swiftly—reducing wait times, avoiding long queues, and ensuring smooth service even during peak hours.

5. Leveraging data for continuous improvement

According to a 2024 study, almost 90% of diners are bothered by inconsistent experiences from store to store, and 57% are less likely to return as a result.[3] Personalization is no longer an option. It's essential to delivering competitive customer experiences and long-term loyalty. Maintaining and developing relevance is key to building that loyalty and driving growth. Because the better you know your guests' preferences, the more often you're able to offer appropriate, attractive new choices. And the more regularly you surprise them with timely and personalized offers, the more likely they are to choose you above the competition.
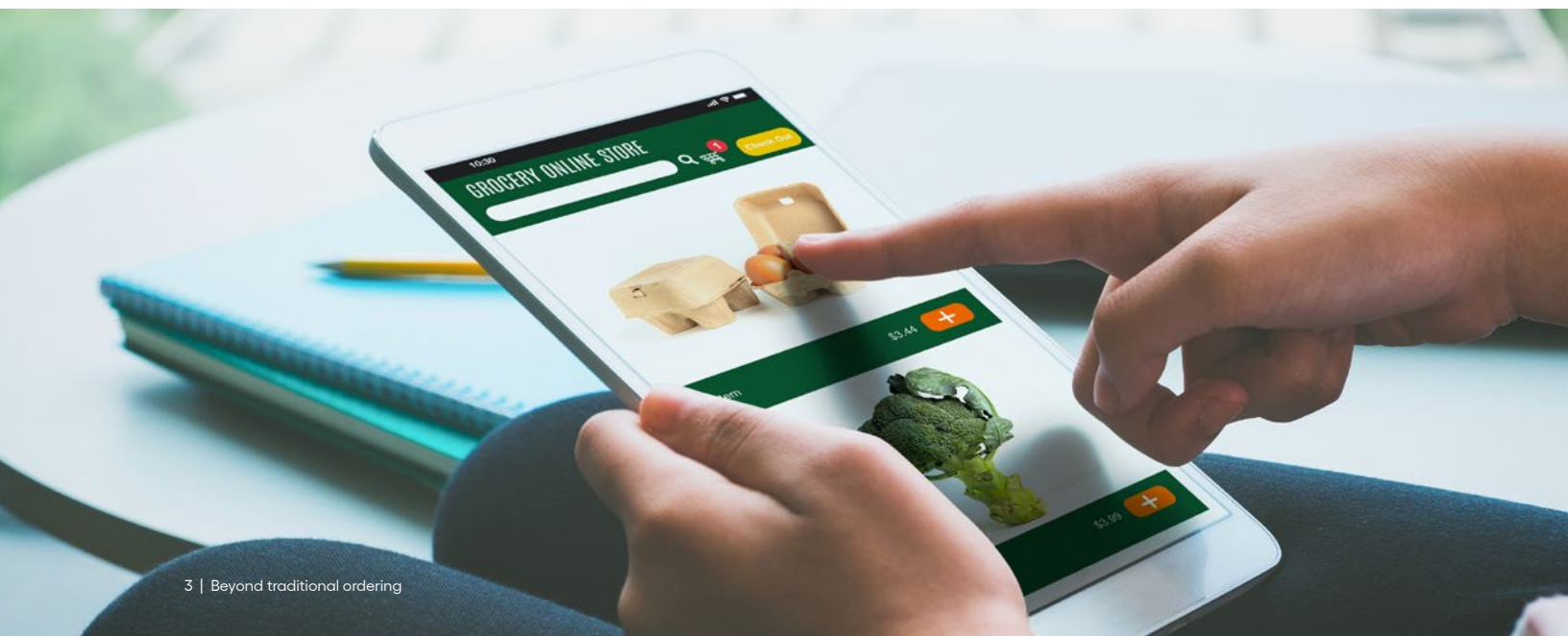
OrderServ goes beyond just facilitating food orders, helping you build a 360 degree view of your customers. It does this by providing valuable data insights into customer behavior that can drive strategic decision making. By analyzing customer preferences, order patterns and feedback, you can uncover actionable insights to enhance menu offerings, optimize pricing strategies and personalize promotions. Leveraging these data-driven insights, you'll not only strengthen customer loyalty, but also create new revenue streams and run your operations more efficiently.

Looking ahead

There's been a paradigm shift in customer behavior against a challenging and rapidly evolving commercial environment. In this light, consumer appetite for safe, secure, convenient, and contactless experiences with the hospitality industries continues to grow. It's projected that online ordering food revenue will rise to a staggering $505.4 billion in 2030.[4]

OrderServ has a customer first approach, delivering deep customer centricity and hyper personalization to create satisfied, loyal customers, who come back for wanting more, with increased frequency of visits. OrderServ streamlines your operations, helping you stay ahead of the dynamic cultural and technology shifts in unified commerce and digital food ordering.

> **It's projected that online ordering food revenue will rise to a staggering $220 billion in 2023.[4]**

Why Cognizant?

Customers are the heart of the restaurant and hospitality industry. We keep them at the center of our approach as we collectively re-imagine the unified commerce and direct to consumer food ordering experiences they have come to expect We work beside you to unravel the complexity of building, deploying and managing a seamless platform to reach consumers at every stage of the food ordering journey. We partner with you to design and deliver the operating models, processes and technologies required to deliver better customer experiences that will drive revenue growth and customer loyalty.

Our people

Are experts
We have a strong point of view and apply our expertise to lead our clients forward.

Stay one step ahead
We strive and never settle, acting with agility and creativity.

Enable eeryone to thrive
We include, enable and invest in our people.

Are data driven
We use facts to guide our actions and decisions, seeking out data and building our knowledge.

Work as one
We deliver solutions that draw upon the full power and scale of Cognizant.

Make ethical choices
Our people do the right thing the right way, making ethical choices.

Notes

[1] https://files.pitchbook.com/website/files/pdf/foodtech_deck_compressed.pdf

[2] https://lavu.com/the-growth-of-online-ordering-and-food-delivery/

[3] https://offerfit.ai/content/blog-post/three-qsr-personalization-strategies-to-reduce-customer-churn

[4] https://www.grandviewresearch.com/horizon/outlook/online-food-delivery-market/united-states#:~:text=U.S.%20online%20food%20delivery%20market%20highlights,Other%20key%20industry%20trends

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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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