

Helping quick service restaurants adjust, adapt, connect and thrive.

Solution brief



After years of upheaval – public-health concerns and restrictions, broken supply chains and widespread labor shortages – companies in all industries have learned the importance of business agility. Owners and operators of quick service restaurants (QSRs) have discovered that survival and success hinges on their ability to quickly adjust operating models and introduce more automation to meet ever-changing market conditions.

It's not always an easy task

Today, guest loyalty comes not just from providing quality food in a clean and friendly environment; loyalty is cemented when QSRs support whatever interaction model the guest prefers at any given time. Some diners want to order in advance from a mobile app, while others prefer to order their food and drinks in-store from a self-service digital kiosk. Some guests like curbside pickup but strongly dislike the traditional drive-thru experience. Some people still want to pay with cash, while others prefer touchless payment systems. How well your restaurant can accommodate all of these preferences can be the difference between success and failure.

Lack of business agility can be costly

Without the right tools and connected technologies, it can be hard to optimize the guest experience and employee shift-scheduling; and even harder to effectively manage inventories and supply chains – which can result in long lines, poor service and limited menu choices. Without automation and analytics, product quality can suffer and compiling reports about performance metrics can eat up many hours every day. And without tools that provide insights into guest behavior and customized loyalty programs, QSRs miss opportunities to increase revenue through adaptive recommendations and menu personalization.

In an industry where bad news can cause significant business disruption, there is some good news: Verizon, with its ecosystem of partners, offers a portfolio of technology solutions that can enable QSRs to adjust their operational models, control costs, improve marketing outcomes and drive a consistent brand and guest experience across multiple corporate-owned or franchise sites.

When you develop a strategically-agile operating model, your QSR can make today's experience memorable while remaining ready to completely and quickly redesign that experience tomorrow when restaurant guests' preferences suddenly and inevitably shift.

With an agile operating model you can deliver memorable experiences today, and quickly redesign those experiences when guests' preferences shift.

Business agility starts with connectivity

Reliable, affordable network connectivity from Verizon enables QSRs to thrive. With a strong network foundation, QSRs can deploy new services that delight guests, streamline operations and enhance employee productivity and engagement. Working with third-party application providers, Verizon can enable evolving technologies to meet your goals. Example use cases include:

Attract and engage more guests

- Mobile app enablement for off-site ordering, menu selections and loyalty programs
- Digital signage and connected kiosks to encourage self-service and upsales

- Guest Wi-Fi to encourage longer stays and increased ordering
- Delivery vehicle tracking to help ensure meals are delivered correctly and on-time

Amplify the brand through fast, consistent experiences

- Digital ordering options to enable “line-busting” and reduce congestion
- Touchless point of sale systems for fast and flexible payment options
- Intelligent video for in-store asset tracking and drive-thru traffic management
- Multi-site voice and video collaboration platforms for franchise communications

Automate and streamline operations

- Video analytics for personalized service, product quality control and assurance
- Customer behavior analytics to optimize staffing levels and food prep operations
- Inventory optimization for asset management and food prep requirements
- Automated dashboards for key performance metrics analysis and reporting

All of these transformative capabilities start with Network as a Service (NaaS) from Verizon.

Security matters

Confidence in a company’s cybersecurity has become a critical part of the customer experience. Verizon’s network features built-in data encryption and aggressive authentication requirements to help protect customer information. Additional managed and professional security services can also improve your point-of-sale PCI compliance and defend against disruptive ransomware and Distributed Denial of Service (DDoS) attacks.

A flexible and scalable network infrastructure is key to agility

Simply put, NaaS from Verizon provides a framework for secure, cost-effective subscription-based services. NaaS enables businesses of all sizes to consume network infrastructure and data services on-demand. Like a thermostat you turn up or down to suit your needs, the NaaS platform offers services with the scale-up or scale-down flexibility that QSRs need to stay competitive in today’s unpredictable climate.

A key benefit of the NaaS platform is being able to blend wired and wireless connectivity—meeting business needs while managing complexity and maintaining control. This offers two key benefits for QSRs: the ability to migrate to a new network architecture at their own pace, and the option to tier connectivity and services on a site-by-site basis.

This approach includes using Verizon’s wireless business internet for last-mile connectivity to link distributed and smaller restaurants with primary or backup internet service. Leveraging Verizon’s extensive business-grade 5G and LTE wireless networks, Wireless Business Internet solutions offer business-grade, high-bandwidth, reliable connectivity with the flexibility of a cellular service—just right for launching new applications and seizing new business opportunities.

With world-class managed services underlying Verizon’s NaaS platform, QSR owners and operators can focus more on their guests and less on their IT infrastructure.

Bringing it all together: Why Verizon

To ensure continued success, QSRs must have a future-proof infrastructure in place – and a trusted partner with the expertise to leverage tomorrow’s technology today. From 5G and mobile edge computing (MEC) to augmented and virtual reality (AR/VR), artificial intelligence and machine learning (AI/ML), emerging technologies will continue to revolutionize the QSR industry. Verizon is already helping companies worldwide realize what these new capabilities make possible. And we’re helping operators of multi-site QSRs realize the many benefits of working with a single solutions provider: one dedicated team, one ordering portal and one proven approach to delivering cutting-edge solutions from our integrated technology partners.

Our expertise—and the success we’ve helped our customers achieve—has earned Verizon numerous industry awards and accolades, including:

- RootMetrics: America’s Most Reliable 5G Network¹
- J.D. Power: #1 in customer satisfaction with small business wireless service²

Verizon understands retail, because we're retailers ourselves. That's why we are so successful in helping retailers like QSRs create innovative personalized experiences that build guest relationships and strengthen the brand. Our omnichannel technologies and solutions provide the speed, reliability and flexibility that let QSRs focus on what's important: their guests.

Learn more

Find out how you can take your restaurants to the next level of efficiency and profitability with technology solutions from Verizon.

Contact your account representative, or visit [verizon.com/quickservicerestaurant](https://www.verizon.com/quickservicerestaurant)



1. Most reliable 5G network based on more first place rankings in RootMetrics' 5G data reliability assessments of 125 metro markets conducted in 1H 2022. Tested with best commercially available smartphones on three national mobile networks across all available network types. Your experiences may vary. RootMetrics rankings are not an endorsement of Verizon. Visit [rootmetrics.com](https://www.rootmetrics.com).
2. Verizon Wireless received the highest score among small business wireless providers in the J.D. Power 2021 U.S. Business Wireless Satisfaction Study of business customers' perceptions with their current wireless carrier. Visit [jdpower.com/awards](https://www.jdpower.com/awards) for more details.