

FIVE BEST PRACTICES

When partnering to design your drive thru experience



1. SITE STRUCTURE

The most time-consuming part of the design process



Operators must define permitting plans prior to construction

Prime location permitting can take

4 to 8 Weeks



2. CONTENT CREATION

Initial content must be ready at installation and expect to continually test and refine content after launch



Digital menus allow brands and restaurants to have **full flexibility** over their content. For example, brands may distinguish digital menus by dayparts, highlight special and limited time offers (LTOs) and customize background colors on digital signage for optimized readability.



SPEED of deployment and testing are the main reasons for using digital menu boards

3. INSTALLATION

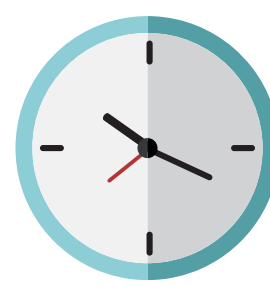
Coordination between operators, vendors and IT is critical to limit drive thru closure times



⚠️ Construction vs. Installation ⚠️

Generally speaking, construction pertains to any activities related to underground, including power, data and footings.

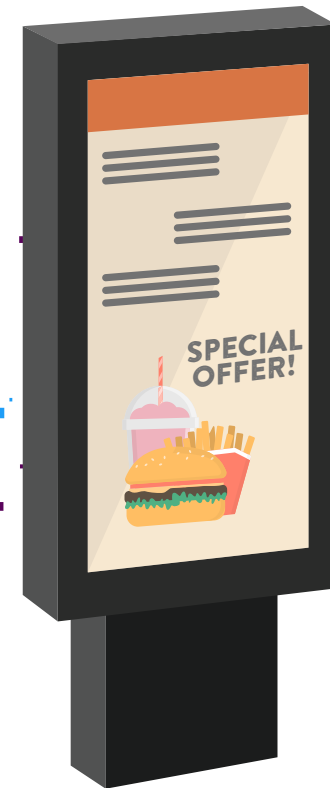
Installation refers to physically mounting the hardware, connecting power and data to the units and powering on or provisioning the units.



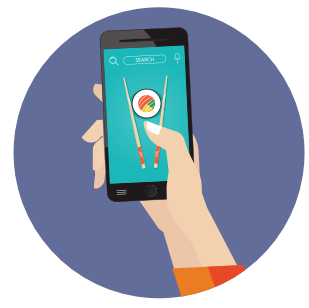
While an experienced digital drive thru integrator should complete a single lane installation within four to six hours, it is wise to plan for **up to 8 hours**.

4. PERSONALIZATION

Real-time content optimization, suggested sell, customer behavior, loyalty programs



The more data-driven insights operators are able to collect from customer opt-ins, loyalty programs and other information sharing applications, the more personalized the drive-thru experience becomes.



Over 80%

of restaurants are turning to technology—like online ordering, reservation and inventory apps and restaurant analytics—now more than ever to help them run their business successfully and efficiently.*

5. STRATEGIC PARTNERSHIP

Find the right partner with the strategy and delivery capability to ensure project success

It is important to identify the specific technology, equipment and content that will best serve the brand's mission



95%

of restaurateurs agree that restaurant technology improves their business efficiency**



About Scala, Inc.

Scala solutions deliver engaging retail experiences by connecting networks of digital signs, kiosks, mobile devices, websites and Internet-connected devices. Scala, a STRATACACHE company, provides the platform for marketers, retailers and innovators to easily create and centrally manage deployment of shopping experiences while retaining the flexibility to rapidly adapt to local business conditions and preferences of customers in the store. With 30 years of experience entertaining, informing and educating audiences, Scala is well-known for its innovation and leveraging best-of-breed technologies, such as mobile and predictive analytics, to create award-winning solutions that are easy-to-use, yet infinitely customizable. Headquartered near Philadelphia, PA, Scala's network of partners and developers located in more than 90 countries drives more than 500,000 screens worldwide. Learn more about SCALA at www.scala.com, on Twitter [@ScalaInc](https://twitter.com/ScalaInc) or on [Facebook](https://www.facebook.com/ScalaInc)



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