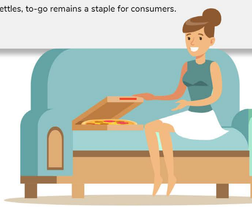
ALLEVIATING FRONT-OF-THE-HOUSE BOTTLENECKS THAT COME WITH TO-GO

A booming to-go business is nothing to frown about. But with success, comes new terrain to navigate and hurdles to overcome. From supply chain shortages to a stressed kitchen, an evolving menu, and quality control, there's a lot going on behind the scenes that operators must sort through. But what many establishments are struggling with now isn't necessarily the stuff happening behind closed doors — it's the bottlenecks out front that are really giving them a real run for their money.

TO-GO IS HERE TO STAY

There's not much to debate regarding the popularity of to-go. It's always been an attractive option to diners, and when the pandemic hit it was catapulted to new extremes. But even as the COVID dust settles, to-go remains a staple for consumers.



60% of restaurant occasions were already happening off-premises before the pandemic[1]

52% of consumers order delivery more than once a month[2]

68% of consumers order takeout more than 1x per month[2]

79% of people have a restaurant app[2]

23% of diners say their heightened to-go habits will never return to pre-COVID levels[2]

TOP CUSTOMER PRIORITIES[3]

Chain restaurants say that customers are putting more pressure on order timing and speed than in the past.

1. Timing
2. Food quality
3. Order accuracy

WITH SUCCESS COMES NEW CHALLENGES

When operators launch or ramp up a to-go offering, most are quick to plan for the changes and potential pitfalls that await in the back of the house. It's when demand for their to-go services really skyrocket that front-of-house bottleneck issues start to creep in. Understanding the root cause of these issues is step one in resolving them.

BOTTLENECK CAUSES COME IN ALL SHAPES AND SIZES

- Small square footage
- Order mistakes
- Cluttered space
- Kitchen delays
- Awkward layout
- Poor communication
- Lack of clear signage
- No dedicated pickup area
- Dine-in traffic
- Slow checkout process
- Staffing misalignment
- No self-service

73% of restaurant guests have told their family and friends about a poor experience[3]

BOTTLENECK SOLUTIONS OF ALL KINDS

Once the cause of the bottleneck is determined, operators can assess how to fix it. There's a world of solutions available. From the simple "why didn't I think of that" fix to the more advanced solves, there's a range of options that operators can leverage to alleviate their front-of-house bottleneck challenges once and for all.

SPACE AND LOGISTICS

- Rearrange furniture
- Reconfigure the space
- Separate pickup, delivery and carryout areas
- Communicate pickup process in advance
- Use signage to direct flow
- Eliminate clutter
- Remove customer distractions
- Utilize outdoor space

CONVENIENCE REIMAGINED

Alternative pickup areas:

- Lockers (on or off premise)
- Ghost kitchen
- Pop-up pickup stations
- Carhop delivery
- Multi-lane drive-thrus
- Dedicated pickup lanes

62% of customers say they are willing to pick up food from convenient locations other than a restaurant[2]

TECHNOLOGY AND INNOVATION

Consumers have an appetite for frictionless, digital and innovative experiences. Operators can capitalize on these demands while simultaneously solving their front-of-house bottleneck challenges.

- Order notification system
- Quick-pay solutions
- Digital order-status board
- Self-service kiosks
- Curbside QR codes for ordering
- Facial recognition
- Real-time pickup instructions
- Licence plate recognition
- Robot servers
- Driverless or drone delivery

73% of the U.S. population uses a smartphone[4]

EQUIPMENT

There's an entire spectrum of foodservice equipment that operators can leverage to keep people moving and reduce front-of-the-house bottlenecks.

Holding cabinets

MODEL PFST-2X

Temperature-controlled shelves

MODEL GRSZG-3920-S

Food lockers

MODEL F2G-34-A

FIND THE SOLUTION THAT'S RIGHT FOR YOU!

Hatco offers a variety of foodservice equipment that can help you alleviate both front- and back-of-the-house bottlenecks. Visit hatcocorp.com/equipment or click the button below to explore.

EXPLORE NOW

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