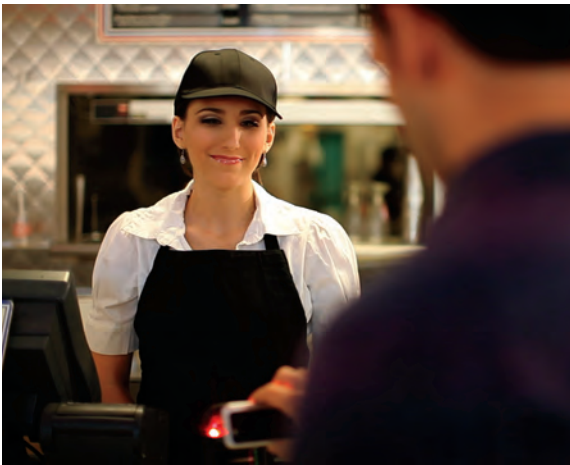




QUICK SERVICE RESTAURANTS: IMPROVE SALES AND THE GUEST EXPERIENCE WITH MOBILE BAR CODES

FOOD SERVICE



SERVE MOBILE BAR CODES FOR AN INVALUABLE DIRECT REAL-TIME CONNECTION TO YOUR CUSTOMERS

Quick service restaurants (QSRs) around the world are using mobile bar codes to create highly targeted one-to-one mobile marketing campaigns that work, delivering unprecedented response rates that drive more customers through your doors and increase sales. Mass marketing is replaced with individual, relevant and timely offers. But what is a mobile bar code? What kind of programs can they support? And why are they at the heart of some of the most successful QSR marketing campaigns?

WHAT IS A MOBILE BAR CODE?

A mobile bar code is simply an electronic version of any bar code that can be delivered, stored and displayed on the screen of a mobile phone. While 1D or 2D bar code

symbologies can be utilized, it is the 2D bar code that delivers the most value. The typical 1D bar code is a single string of numbers and letters that represent a single piece of data, such as a specific coupon. But 2D bar codes are not only much smaller, they have a much greater data capacity, enabling the collection of the detailed information required to develop more personalized and relevant offers for every one of your customers.

WHAT TYPES OF PROGRAMS CAN YOU CREATE?

Today's QSRs are using mobile bar codes to replace paper coupons and game pieces as well as plastic loyalty and gift cards. But applications are limited only by your imagination. For example, you could sponsor mobile donations for local families in need at holiday time or disaster victims, or create custom-branded games for mobile phones that provide constant brand exposure to players.



APPLICATION BRIEF

QUICK SERVICE RESTAURANTS: IMPROVE SALES AND THE GUEST EXPERIENCE WITH MOBILE BAR CODES

WHY MOBILE BAR CODES WORK: THE MOST DIRECT CUSTOMER CONNECTION POSSIBLE

Mobile bar codes allow you to market directly to your customer's personal mobile phone — the one device that is nearly always in a pocket or purse. This new direct channel of communication allows you to reach your customer instantly. And with integrated GPS technology in virtually every mobile phone, you can also execute marketing programs based on the location of your customer — for example, when they are driving by or inside your restaurant — allowing you to impact your customers at the most appropriate point of decision.

IF YOU BUILD IT, WILL THEY COME?

Mobile bar codes are so new...you may be concerned that if you create mobile marketing programs, your customers may be hesitant to embrace them. But the move towards a paperless electronic society has everyone looking for new ways that the one device they always carry can simplify their life and reduce paper — their mobile phone. And mobile bar code programs help your customers save time and money.

The proof is in the numbers. According to a recent survey, 55 percent of today's customers prefer to receive electronic instead of paper-based promotions via either text or email.¹ As a result, the market for mobile coupons is flourishing. According to Juniper Research, the total mobile coupon redemption value will reach \$6 billion in 2014 — nearly double the \$3.4 billion in 2010.²

BENEFITS

Mobile bar codes deliver many benefits for customers and businesses alike, allowing you to:

HELP YOUR CUSTOMERS SAVE TIME AND MONEY

With mobile bar codes, your customers no longer need to carry paper coupons and game pieces, or plastic loyalty and gift cards. Instead, all of these items can be easily carried on the one device that is always available to your customers — their mobile phone. As a result, customers never miss an opportunity to save money because a paper coupon or gift card is at home in a kitchen drawer.

KEEP REGISTER LINES MOVING

Patience is not typically a virtue for customers in line in a QSR — they are usually looking to get in and get out as quickly as possible. With Motorola's mobile bar code-enabled scanners, the bar code displayed

on the screen of the mobile phone can be accurately captured in a split second. Whether your customers are redeeming a coupon, presenting a loyalty or gift card or even a game coupon to collect a prize, your register lines keep moving. Cashiers no longer need to waste time typing in alphanumeric codes, and the errors associated with manual keying of that information are eliminated. In addition, since every scanner in this family offers omni-directional scanning, there is never a need to align bar code and scanner, allowing cashiers as well as customers to quickly and easily scan the mobile bar codes.

DRIVE MARKETING COSTS DOWN AND REDEMPTION RATES UP

Electronic bar codes eliminate the hard costs associated with printing and distributing physical coupons, loyalty and gift cards, and game pieces, substantially reducing the overall cost of your marketing programs. In addition, redemption rates for mobile bar code-based marketing programs are extraordinarily high. For example, mobile coupon programs have a redemption rate that is an average of 10 times the traditional physical coupon, with a near 95 percent read rate.³

INCREASE SALES...AND ORDER SIZE

Unlike coupons in newspapers, mobile bar codes are targeted directly at the most likely people to use the coupon — your loyal customers. In addition, marketing has never been more timely. You can now market to customers who are in your neighborhood, allowing you to affect the decisions your customers make about where to eat. And you can even market to customers while they are in line at the register, offering discounts or promoting new items that help increase the average order size.

INCREASE BRAND AWARENESS AND IMPROVE BRAND PERCEPTION

Through the direct cost-effective connection that only mobile bar codes can provide, you can touch your customers more often. Your brand stays 'front and center' as you offer your customers real value — savings and convenience. In addition, since your promotional communications are electronic, customers can easily forward a promotion to others who might be interested, allowing you to take advantage of the viral nature of electronic campaigns. And since you can promote new menu items almost instantly, the perception your customers have of your brand remains as fresh as the food you cook every day.

THE TOP FOUR QSR MOBILE BAR CODE APPLICATIONS

MOBILE COUPON

In the world of QSRs, at least one of your competitors is usually right across the street from you. With a goal to get people to come through your doors as often as possible and boost order size, you need to gain and keep their attention. Mobile coupons can help you achieve those goals. Mobile coupons are always in reach — there is never any clipping involved and they're never forgotten at home. Customers can choose their preferred delivery method, opting to pull the coupons from your website, send a text message to obtain the coupon of the day, or allow you to push coupons to them on regular basis, including when they are driving by or actually in your restaurant. In addition, you can utilize unique bar codes or embed customer identifying information to track the items each customer orders. Armed with this information, you can provide each customer with a personalized coupon for the menu items they most want to buy. And mobile coupon programs work. Where typical redemption rates for printed coupons run 1 percent or less, average redemption rates for mobile coupons are between 5 to 15 percent,⁴ with many programs well exceeding those averages. For example, a major coffee company and pizza chain achieved a respective 60 percent⁵ and 69⁶ percent redemption rate on mobile coupon initiatives.

MOBILE LOYALTY CARD

The loyalty card has become a staple of society, a way for businesses to reward repeat visits and continued loyalty. The loyalty card is a highly successful marketing initiative — over three-quarters of the global consumer population holds some form of loyalty or rewards card, while 25 percent of those shoppers belong to two or three programs.⁷

The mobile bar code allows you to create mobile loyalty cards that can be carried in a cell phone, improving customer convenience and reducing program costs. No longer do you have to print and distribute physical loyalty cards that patrons need to track. Instead, you can simply issue a mobile bar code that is always readily available — no need for guests to search pockets and purses for the card, or for cashiers to spend time looking up the customer's loyalty card information. Lines keep moving, and customers are always able to take advantage of loyalty card benefits — from discounts to accumulation of points for purchases.

MOBILE GIFT CARD

Similar to mobile loyalty cards, you can also offer mobile gift cards that provide benefits for purchasers and recipients. Mobile gift cards are very convenient for your customers to give — there is no need to visit the store. And since the mobile gift card can be delivered seconds after it is purchased, it becomes an ideal last-minute gift idea.

Recipients will also love their mobile gift cards. They are always just the press of a key or two away, always available. And you can also allow recipients to look up the available balance on the gift card, providing an additional value-added service.

MOBILE PRIZE WINNER

Games and contests are a staple in the QSR industry. But games that require the collection of multiple game pieces or completion of an entry form can frustrate customers, reducing participation and the overall success of the promotional contest. Enter the simplicity of the mobile game. You can allow guests to text a keyword to obtain a game piece or enter in a drawing for a car or an all-expenses-paid vacation. You can provide an alternate key word that allows customers to not only retrieve a game piece, but also simultaneously opt-in to receive future game-related messages on their mobile phones. You can also deliver a discount coupon with game pieces, inciting customers to not only play the game, but also return to your restaurant in the near future.

And unlike physical game pieces, your cashiers will never need to waste time entering information on the game piece to verify the authenticity of the piece and what the customer has won. Instead, a split-second scan of the mobile bar code displayed on the screen of the customer's mobile phone gets the job done.

GETTING READY FOR THE NEW WORLD OF MOBILE BAR CODES

At the heart of every mobile bar code marketing program is the ability to read the bar codes that are displayed on the screen of your customers' mobile phones. To prepare for the arrival of mobile bar codes in your facility, you need scanners that can capture bar codes on the challenging highly reflective display of a mobile phone or computer. And with Motorola's mobile bar code-enabled scanner family, you can.

This family provides the versatility needed to implement mobile bar code-based marketing programs — as well as accommodate patrons who adopt mobile bar code technology before you do. No matter how many mobile bar codes you need to read per hour or per day, there is a scanner that is right for the job — and your environment. Regardless of which scanner you choose, you can count on the performance, reliability and ease-of-use that are synonymous with the Motorola name:

World-class scanning performance. Every scanner offers the superior scanning technology that makes Motorola the global market share leader in the bar code industry: high performance ‘scan and go’ simplicity on any bar code — even damaged and poorly printed bar codes.

Ease of use. Omni-directional scanning delivers ‘scan-and-go’ simplicity by eliminating the need for your workers to align the bar code and scanner window.

All day everyday reliable operation. Our scanners are purpose-built to handle the bumps and spills associated with heavy use.

Maximum uptime. Remote management tools combine with industry leading all-inclusive affordable service plans to keep devices in the hands of your workforce practically every minute of every working day, delivering the maximum uptime required to achieve a very low total cost of ownership (TCO).

Drive more customers into your quick service restaurant with mobile bar codes. To find out how, visit us on the web at www.motorolasolutions.com/mobilebarcodes or access our global directory at www.motorola.com/enterprise/contactus

THE MOTOROLA MOBILE BAR CODE-ENABLED SCANNER PORTFOLIO

Get the performance, reliability, manageability and uptime you need at your counter with our mobile bar code-enabled scanners. You can count on: the blazing speed typical of 1D laser scanners on both 1D and 2D bar codes; point-and-shoot simplicity, so your workers never need to take time to align the scanner with a bar code; and successful first time scanning of all bar codes — regardless of whether they are displayed on a mobile phone or computer screen, or are on a damaged or dirty paper label. And with highly intuitive operation, the need for training is virtually eliminated — workers are up and running in minutes.



DS4208 **GENERAL PURPOSE HANDHELD 2D IMAGER** 1D/2D

This general purpose corded, handheld imager easily integrates with your existing system, while providing your cashiers with the advanced lightweight ergonomics for all day comfort. The optional Intellistand® provides easy hands-free scanning.



DS457 **FIXED MOUNT 2D IMAGER** 1D/2D

Get all the convenience of hands-free scanning in the most space constrained cash wrap with the DS457. The tiny device can be mounted on the side of your registers for a true zero footprint — no counter space required. And since this high performance scanner captures bar codes as fast as they are presented, purchases can be rung up as quickly as possible, preventing long lines and wait times at the POS.



DS6878 **GENERAL PURPOSE CORDLESS BLUETOOTH®** **HANDHELD 2D IMAGER** 1D/2D/SIGNATURE CAPTURE/ OPTIONAL OCR AND MICR

Wireless freedom eliminates cords at the POS, helping to reduce clutter and even enabling the scanner to be tucked under the counter until needed. It's ideal for drive-thru applications, where it's not always feasible to install a presentation scanner on the outside of the building.



DS9208 **HANDS-FREE PRESENTATION IMAGER** 1D/2D/MULTI-CODE AND PICKLIST MODES

The DS9208 offers a ‘go anywhere’ sleek and contemporary design that is ideal for the design conscious restaurant. Limited counter space? No problem. With the most compact footprint in its class, the DS9208 can fit in the most space constrained counters — including near a drive-thru window.



DS9808 **NEXT-GENERATION HYBRID** **PRESENTATION IMAGER** 1D/2D/IMAGE AND SIGNATURE CAPTURE/ OCR/MICR/OPTIONAL RFID

The groundbreaking design of the DS9808 brings a new level of versatility, functionality and performance to your counter. This one-of-a-kind hybrid scanner marries a solid base with advanced handheld ergonomics for flexible handheld and hands-free operation.

APPLICATION BRIEF

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