QR CODE IN RESTAURANT BUSINESS

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Introduction. Quick Response codes, or QR codes, are a two-dimensional barcode devised by Toyota for storing vehicle data in an easy to transmit manner. Since its inception, other industries have recognized QR code benefits and have implemented them in their fields. QR code is a useful tool for restaurateurs seeking to augment the customer experience. On takeout menus, dine-in menus and real world advertising, the QR code has a purposeful place in the restaurant experience. QR codes are reshaping the way restaurants communicate with consumers. Here are the ways restaurants are incorporating QR codes in their businesses to give their patrons more beneficial experience.

History of the Restaurant. Whether a national chain or a local eatery, patrons are often fascinated by the history behind a restaurant. QR codes are a great way to connect customers with a restaurant's history in a time-efficient manner. QR codes appear as square bar code that when scanned by a phone enabled with a reader, brings the user to either a piece of text, an Email, an SMS message or an Internet site. All links should direct to a mobile friendly site. Restaurant owners that wish to share the story behind their success with their patrons can direct their customer's to an Internet site that details the history or even a multimedia slideshow or video presentation.

Nutrition Facts. More restaurants than ever before are opting to display nutrition facts and content of their fare on menus in order for patrons to make well-informed ordering decisions. As this can take up much needed menu space, some restaurants are choosing to use QR codes that will contain a link to a mobile friendly website that lists nutrition facts for each item, beverage and dessert. This information isn't just important for those on a diet, but is imperative for those who suffer from food allergies.

Restaurant Location/Contact Info. QR codes can link to Internet sites and this includes Google Maps. Restaurants can create a webpage that details their full contact information and includes a Google Map with directions to their place of business. By putting a QR code on flyers, newsletters, business cards, or other marketing materials, consumers may scan the code and have full access to the restaurant's contact information and location.

Daily Special. QR codes are a practical way of displaying daily specials without needing to use paper for printing on a daily basis. A daily special QR code may be affixed to menus and while patrons are waiting to order, they can scan the code, thereby being taken to a website that displays the different deals and specials. The restaurant manager can update the website as needed and the one QR code can remain in place. QR codes are a fast and easy way for cell phone users to access a restaurant's daily deals and specials.

Event Details. Restaurants can create online calendars that display all of their upcoming specials and events. QR codes can then be placed on menus, websites, flyers and brochures. These QR codes can allow easy access to events and consumers can even download various calendars to their phones, ensuring they have the information needed to attend the event.

Conclusions. QR codes provide pertinent and relevant information and deliver it quickly and efficiently. QR codes are inexpensive to create and those that access them only need a camera-enabled smartphone in order to scan them The restaurant that embraces mobile technology intelligently will demonstrate its cutting-edge commitment to excellent user experience and customer service.

References:

1. www.qr-code-generator.com/

2. http://mashable.com/2012/03/08/qr-codes-restaurants/