



QR CODES FOR RESTAURANTS

Discover how to leverage QR Codes to your advantage
for top-notch customer service

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I. ABOUT SCANOVA

Scanova has helped 100,000+ businesses across the globe to create, design, manage, and track QR Codes for both promotional and operational use cases. The tool is used by the best global brands & institutions across 100+ countries. With Scanova, marketers can engage customers with multimedia content, generate leads via print media, measure print media ROI, and reduce printing footprint and costs.

Scanova offers a plethora of advanced features including scan data analytics, lead generation, event tracking, end-user tracking, and much more to help businesses better acquire, engage, assist, and retain customers. Scanova's flexible plans make it affordable for all marketers — beginners to enterprises — to deploy QR Codes as per their requirements.

Scanova is the flagship product of Trycon Technologies. Founded in 2013, Trycon is a leading global provider of QR Code solutions and software-as-a-service products. Trycon follows the highest industry standards around data security and is compliant with ISO 27001:2013, SOC2, and GDPR.

II. INTRODUCTION

COVID-19 pandemic brought with it a new set of challenges for restaurants. At the top of the list was the requirement for a contactless solution, and QR Codes emerged as the knight in the shining armor. After the pandemic, there were speculations that the use of QR Codes in restaurants might fade away. Nonetheless, things transpired differently and today QR Codes are a commonly used tool in restaurants. This is due to the fact that QR Codes not only help restaurants overcome many challenges, but they also significantly enhance how well restaurants run on a daily basis.

Restaurants now use QR Codes for purposes other than just QR Code menus. Today, restaurant owners use QR Codes to streamline their operations, collect payments and customer feedback, advertise and market their offerings, and assist, engage, and retain customers. Some restaurants go above and beyond by using QR Codes to generate leads and make data-driven decisions. And all of this comes with the advantage of QR Codes being a sustainable choice.

This comprehensive ebook has been drafted specifically to help restaurant owners explore the advantages of deploying QR Codes, address various restaurant challenges, explore the varied use cases, and understand the possibilities of implementing QR Codes to ensure operational efficiency and enhanced customer service.

III. BENEFITS OF USING QR CODES IN RESTAURANTS

Restaurant owners encounter several challenges in running their businesses on a daily basis, which prevents them from giving their customers the best possible service. Let's look at the benefits of using QR Codes in addressing the challenges faced by restaurants.

1. Contactless

Since Covid-19, customers have become more concerned about hygiene and seek to avoid unnecessary contact. For instance, customers prefer to avoid menu sharing. Also, users have shifted toward contactless payments and are reluctant to carry and handle cash. Therefore, restaurants are required to offer contactless methods for their important operations such as ordering and payment collection. Additionally, restaurants need a frictionless method to gather online reviews, receive customer feedback, share information, and create contactless customer engagements.

QR Codes are a handy solution for a range of contactless operations. For instance, QR Codes are a great way to give customers access to a digital menu without compromising on their experience. QR Code payment is amongst the most convenient and fastest ways to collect payments. Customers can offer feedback or online reviews by scanning QR Codes without using any digital screens or physical forms. Restaurants can also replace physical touchpoints with QR Codes to enable contactless consumer engagements.

2. Cost-effective

Printing costs for physical menus and marketing creatives such as billboards and flyers can be fairly significant. Particularly when restaurants change their menus frequently or provide seasonal menu items. It can also be high when marketing creatives need to be updated based on latest discounts and trends. It is also difficult to make immediate modifications to print creatives (both menus and marketing materials) in particular circumstances.

Switching to QR Code menus not only saves money on printing but also allows restaurant owners to generate Dynamic QR Codes that are customizable and can be updated instantaneously. Restaurant owners can thus use QR Code menus to ensure that their guests always get the most up-to-date menu. Similarly, data encoded in QR Codes on marketing creatives can be updated when required, thereby reducing the reprinting costs.

3. Increased operational efficiency

Restaurants have traditionally relied largely on employees to provide services. Throughout the process, guests confront numerous problems such as service delays, inefficient employees, staff shortages, excessive staff to-and-fro, and incorrect staff behavior. Restaurant owners can use QR Codes to assure a high volume of operations and better operational efficiency in a variety of ways.

The use of QR Code menus and payment methods eliminates the need to call and wait for waiters to give services. Customers can scan the code and immediately place an order or make a payment. This decreases the time it takes to order and prepare food, allowing restaurants to turn tables more quickly. QR Code menus also provide servers more time to focus on other parts of the client experience, which increases customer satisfaction.

Restaurants can also improve the efficiency of other operations such as obtaining online reviews, collecting customer feedback, gaining social media followers, sharing coupons and Wi-Fi passwords, and much more using QR Codes.

4. Sustainable

Restaurants can contribute to the increased concern for environmental sustainability by switching to digital menus and marketing creatives. This reduces the need for paper and can contribute to large reductions in paper waste over time. Restaurants can also demonstrate their commitment to sustainability, which customers enjoy.

5. Data-driven decision-making

Restaurants typically use print media for their marketing campaigns. However, the effectiveness of this is typically invisible. Dynamic QR Code scans are trackable. It is possible to keep track of who, where, when, and how many scans, which can help in determining the effectiveness of different marketing channels. Restaurant owners can use this data to optimize their marketing efforts. Similarly, scans on QR Code menus can help restaurant owners in understanding the busiest hours, days, and seasons of the year and planning their resources accordingly. QR Codes also allow lead generation, which can be used for remarketing, building loyalty, and client retention initiatives in the future.

IV. QR CODES USE CASES FOR RESTAURANTS

Restaurant owners aim to ensure a good customer experience and thereby increase customer footfall. To achieve this, they do a lot of things. For instance, they provide quality food, maintain restaurant hygiene, design a guest-friendly ambience, provide coupons and deals, and much more. QR Codes can be used by restaurant operators to make all of their efforts contemporary, tech-savvy, and quick. Let's explore the various possible use cases of QR Code in restaurants.

1. Replace paper menus with contactless QR Code menus

The primary application of QR Codes in restaurants is a QR Code menu. Restaurants can use QR Codes to upload a PDF or image menu or redirect customers to a website with a digital menu. In addition to being contactless, there are several advantages of using a QR Code menu. Restaurant owners no longer have to be concerned about having too few employees, delays in handing over menus, or running out of menus. Using QR Code menus, customers can place orders as soon as they want to, which guarantees **a quicker turnaround time for tables**. Additionally, restaurant owners do not have to be concerned about outdated or worn-out menus. With the help of Dynamic QR Codes, they can instantly update the menu, which **drastically lowers the printing costs**.

There is a space constraint with paper menus. Restaurant operators can **provide considerably more information** to customers by using QR Code menus. For instance, businesses can publish the ingredients and their quantity being used, possible allergies, precautions to be taken, and the best season to consume a particular meal. This also avoids the possibility of a staff



Image Source: [Facebook](#)

member having incomplete knowledge of the dish preparations. Using QR Code menus, restaurant owners can also advertise high margin products for **greater profitability**. To add to the aforementioned benefits, Dynamic QR Codes offer **scan data analytics**. This can be used to **better manage inventory and restaurant seating** by analyzing the busiest times, days, and months of the year.



Scanova allows users to create Dynamic editable QR Codes menus with scan analytics.

2. Collect payments digitally

Customers no longer desire to carry cash or **fumble for change**. They favor digital payments. This is evident from the fact that the global digital payments that stood at USD 3.53 trillion in 2018 grew at a CAGR of 18.93% to reach USD 8.4 trillion in 2022. As per a report by [Global Markets Insights](#), it is further expected to grow at a CAGR of 16.5% between 2023 and 2032.

Restaurants have multiple options to facilitate digital payments. However, traditional digital payment systems do have some limitations. For instance, they have longer waiting times, have higher transaction costs, and are not directly accessible to customers.

Restaurants can provide a **seamless transaction** experience to their customers by using QR Codes. Also, compared to conventional methods, QR Code payments have **lower transaction costs**. Above all QR Codes are **easily accessible and convenient** for customers to use. They don't have to fumble for change or wait for a long period to use a card reader.

3. Gather online reviews

Online reviews are extremely important for restaurants. With so many options to eat, customers rely heavily on online reviews to choose a place. Online reviews can therefore persuade customers to choose one restaurant over another. Online customer reviews on platforms such as Google and Yelp also help restaurants rank better in search engines. But because typing the lengthy URLs for review pages is time-consuming, even happy customers are frequently hesitant to leave online reviews.



Image Source: [Linkedin](#)

Restaurants can solve this issue by making the online review page easily accessible. To encourage diners to post reviews, restaurant owners can place QR Codes on the menu, the tables, or the door. As per [Restaurant Industry Statistics](#) report, 43% of customers are likely to leave a review after a positive experience. Customers can provide reviews more quickly and easily by scanning the QR Codes, which can link straight to **Google, Yelp, Dine-out, or Zomato review pages.**

4. Collect customer feedback

Customer feedback is crucial for restaurants to understand what they are doing well and what needs improvement. However, since customers no longer favor completing paper forms, gathering feedback can be exceedingly difficult. Additionally, because the data must first be compiled in some location before analysis, it is challenging for restaurants to analyze the input they receive via physical forms.



Image Source: [Facebook](#)

Restaurant owners can use QR Codes to make it easier for customers to submit their feedback. Instead of using digital screens or physical forms, diners can scan QR Codes and **submit feedback using online forms** immediately.

This can ensure that collecting feedback and suggestions is just a simple scan away. Also, due to the digital nature of the feedback collection, it is very simple for restaurants to analyze the customer inputs and take necessary action.

5. Optimize marketing and promotions

Restaurants have traditionally used print media for their marketing & promotional campaigns. These campaigns however have certain limitations. For instance, they are non-interactive, have limited space, and offer no analytics on their effectiveness. It is possible for restaurant owners to altogether alter the outcome of print media campaigns using QR Codes.

Restaurant owners can use Dynamic QR Codes on print media campaigns to overcome space restrictions. QR Codes can be used on hoardings, flyers, and brochures to navigate customers to their **Google Maps location** or **download mobile applications**. They can also get **scan analytics** on their ongoing campaigns & use it to analyze the campaign effectiveness and optimize their marketing efforts. Additionally, restaurant owners can **capture contact details** of prospective customers and use it for future promotions.

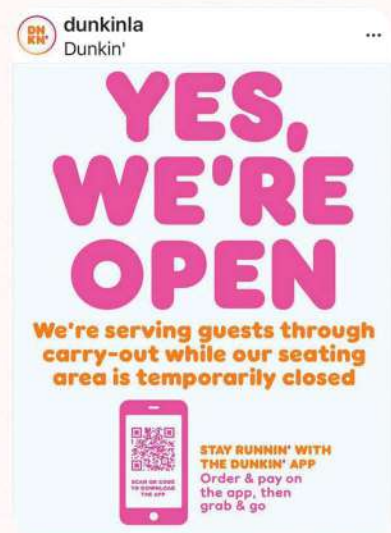


Image Source: [Facebook](#)



Scanova allows users to create customized mobile landing pages for a mobile optimized experience.

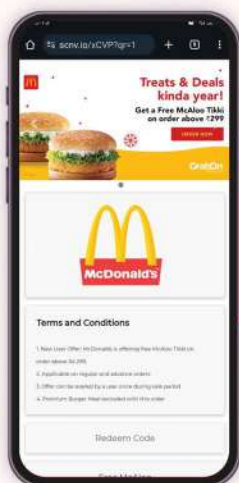
6. Share coupons effortlessly

Coupons and discounts are a great way to get repeat customers and increase foot traffic for restaurants. However, restaurant owners face challenges such as difficulty in showcasing ongoing discounts to walk bys, handling a large number of physical coupon codes, & limited analytics on effectiveness of coupons as a promotional tool.

Restaurants can use Coupon Code QR Code to make it easier for customers to **avail coupon discounts**. Additionally, restaurant owners can use **scan analytics** to analyze the amount of coupons used to determine whether their efforts are genuinely effective.



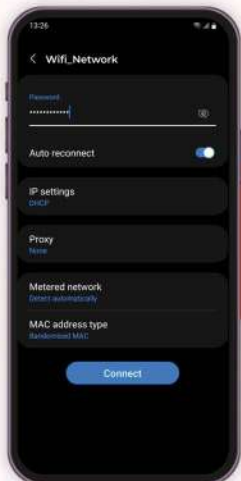
Image Source: [Facebook](#)



Scanova's Coupon QR Code allows users to create and share coupon details digitally.

7. Share Wi-Fi password

QR Codes make it extremely simple to share Wi-Fi credentials with consumers at restaurants. It is no longer necessary for restaurant staff to recite credentials, which can be error-prone. Additionally, it saves the customer from having to manually type the password. Above all, the password won't be made public.



Scanova's Wi-Fi QR Code allows scanning device to automatically join a Wi-Fi network

8. Increase social media engagement

Today, social media has become one of the most trendy forms of online marketing for restaurants. Restaurants post aesthetically appealing content on social media sites to encourage customers. Therefore, restaurants must maintain a solid social media presence on platforms such as Instagram, Facebook, Foursquare, and Twitter to promote their brand online.

QR Codes can help restaurants gain more social media followers. Customers may quickly be redirected to numerous platforms by using a single Social Media QR Code, and they can also follow the page. Additionally, they are more inclined to follow since they are already a customer of the restaurant.



Image Source: [Facebook](#)



Scanova allows users to link multiple social media profiles to a single QR Code for enhanced social media engagement.

9. Increase customer engagement

Restaurants can use QR Codes to replace physical touchpoints to create contactless customer engagements. For instance, restaurants can give their guests an option to play a mobile-based game while they wait for their order or bill to arrive. They can also use QR Codes to ask quizzes, run contests, and keep competitions. To drive customer loyalty, QR Codes can be used as an access point for loyalty and referral programs of the restaurants.



Image Source: [Foursquare](#)

10. Share noteworthy content to develop long-term relationships with the customers

In order to improve retention rates, restaurants need to go beyond the standard customer service by proactively building strong relationships. In addition to providing the best possible service, they must create emotional ties with their customers. To achieve this, restaurants can use QR Codes to share details such as their story, information about a famous dish, details of the chef, or history about the place using multimedia content.

11. Generate leads for future communications

Restaurants generally offer hot deals, offers, or send out information about an upcoming event to customers. They prefer to use personalized targeting for cultivating relationships with customers to ensure better footfalls and hence more sales. But to send out such communications, restaurants need contact details of their customers.

Restaurant owners can use advanced QR Code generators to collect details such as name, email address, and mobile number of customers. These details can be used to send out future discounts, event details, and other communications. Restaurant operators can also use the data to send emails with personalized birthday freebies, anniversary treats, menu changes, and seasonal specials.



Image Source: [Instagram](#)

A smartphone mockup displaying a contact form. The form has a title "Please fill the details" and two input fields: "Name" and "Email id". Each field has a placeholder text "Your answer". Below the fields is a "SUBMIT" button.

Scanova allows users to capture contact information of customers who scan the QR Code and build lead lists.

V. SCANOVA'S QR CODE SOLUTION FOR RESTAURANTS

Scanova is an easy do-it-yourself (DIY) tool that allows restaurant owners to create and deploy QR Codes in a matter of minutes. Restaurant owners can use the following steps to fulfill their QR Code needs:

1. Visit the [Scanova QR Code Generator](#) online and create an account.
2. Select the QR Code type from the menu. Scanova allows users to choose from 23 different categories of QR Codes. Popular categories for restaurants include Website URL, Document, Google Maps, Image, Social Media, Custom Page, App Store, and Wi-Fi.
3. Enter the content and specify other options - dynamic, capture leads, event tracking, etc as per requirement.
4. Click on "Generate QR Code" to generate a basic black and white QR Code.
5. Customize the QR Code design. Scanova allows users to personalize their QR Codes with colors, patterns, frames, background image, and even brand logo.
6. Test the QR Code. Before downloading and using the QR Code, test it with multiple devices and QR Code scanning apps. This step ensures that your QR Code works correctly.
7. Download the QR Code image. Scanova allows users to download the QR Code in various formats suitable for print and digital use.
8. Add the QR Code image to print creatives (menu cards, tent cards, marketing materials). Users can deploy the QR Codes at places where it's easily visible and can be scanned conveniently by the target audience.

VI. CUSTOMER TESTIMONIALS



Easy to use and reliable.

I am rest assured that my QR codes are accurate and will not expire.



[See review](#)



Easy setup.

It was very easy to set up and no hassle. I would definitely recommend to anyone looking for QR Codes!



[See review](#)



Love you guys!

My clients are able to see my menu along with any other specials I have going on. I am able to upload if I can remember correctly up to 10 PDF file on my QR code. My QR is in my business card's and my clients are able to have access to it as many times as they need. They can share with family and friend's with no issues! I've had Scanova I want to say for 1 or 2 years now. I've tried to find other alternatives but this software is the best one by far out there and the prices are super affordable. It allows me to grow my business without a website. I've recommended Scanova to so many small businesses starting out and I've just heard great things.



[See review](#)

Want to leverage QR Code for restaurants?

Click [here](#) to contact our customer relation expert

Scan me to explore the tool



Contact us for more information:

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Established in 2013, Trycon Technologies helps businesses better engage with their customers using the power of QR Code technology. To learn more about Trycon, visit <https://trycon.io> or email us at contact@trycon.io.