Get more revenue with the help of AI Suggestive Selling. Offering upsell suggestions to your customers is one of the most powerful ways to generate more sales and better revenue. Our Smart Suggestive Selling Mode takes on all of the sales analysis, A/B testing and product configuration work and turns it into one easy click for you. Simply enable the feature for it to start learning your customers purchasing habits and maximizing the value of your average order.

**SMART SUGGESTIVE SELLING**

How to use Smart Suggestive Selling

From the Kiosk Setup section, click on Kiosk Settings (A) tab. Scroll down to the Suggestive Selling (B) section. Change “Suggestive Selling Mode” to “Smart” (C).

Optionally you can choose specific items to not show as suggestions. This will exclude them from being part of any randomization Smart Suggestive Selling uses. See below for tips on using this feature. To exclude any items, click Edit Blacklist (D) and then the green Add Item button.

For assistance contact support@orderingkiosk.net
The Smart AI tool works by analyzing what customers purchase when prompted for additional menu items and then determining what prompts lead to the highest revenue for your restaurant.

From here select the item from the searchable list (E) and click OK (F). Repeat these steps if you have additional items to add.

Once enabled, Smart Suggestive Selling will use your kiosk sales data to identify what promoted items create the highest average order for you. The system may take several weeks to identify the best combinations of suggested items. During this time you will see a variety of menu items recommended to your customers as the system learns. Suggestions will become more optimized as time progresses. Only Menu Items will appear as suggestions not individual modifiers).

TIPS FOR BEST RESULTS

- If you have menu items that you do not want offered as suggestions you can add them to the Blacklist. This may be things such as a grab-and-go item or a non-food item such as “bag fee”.

- You may want to exclude “primary meal” menu items from suggestions. This may be categories such as Sandwiches or Rice Bowls or Pizza depending on your type of business. This will prevent an upsell of a different primary item being offered to a customer already purchasing another primary item. We, however, recommend minimizing any items you add to the Blacklist and instead allowing the AI to learn from actual customer behavior to optimize your sales.
SMART ATTRACT LOOP

Attract more customers to your kiosk and promote your best selling items with the Ordering Kiosk Smart Attract Loop. This feature creates a visual attract loop automatically, using the images you already have for your menu. Enable Smart Attract Loop with just one click.

HOW TO USE THE SMART ATTRACT LOOP

From the Kiosk Setup (G) section, click on Kiosk Settings (H) tab. Scroll down to the Attract Loop (I) section. Change “Attract Loop Mode” to “Smart.” (J)

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Once enabled, Smart Attract Loop will use your kiosk sales data to identify your best-selling menu items. The top five items will be rotated in the attract loop. If the kiosk has not yet collected enough data to identify your top sellers, it will randomly rotate menu item images until it has enough data (about one week). If any of the top five sellers does not have an image, it will move on to the next top selling item that does have an image.

Optionally you can choose specific items to not show on the attract loop, even if they are top sellers. To do so, click Edit Blacklist (K) and then the green “Add Item” button. From here select the item from the searchable list (L) and click OK (M). Repeat these steps if you have additional items to add.

WHAT WILL CUSTOMERS SEE?

The Smart Attract Loop will show the Menu Item Image along with the Item Name on the top 2/3 (N) of the screen. The bottom 1/3 (O) will show Order Here and the animated “Touch to start your order” text. This text will also be shown translated if you have any alternate languages enabled.
Generate language to help make your menu items more attractive to customers. Descriptions help customers choose when ordering from a kiosk. A well written description can get a customer to order more or higher ticket items than they would otherwise.

The AI Assistant will take information about your restaurant, the item name and any information you give it, such as key ingredients in the item, and use AI to generate a text description. You can quickly tweak the description or run the assistant again to get a whole new description at any time.

HOW TO USE ITEM DESCRIPTIONS AI ASSISTANT

From the Kiosk Setup section, click on “Menu Items” tab (P). Next click on the “AI Assistant” icon (Q) for the Menu Item you want to edit.
Enter a description of your business into step number one (R). This description will be saved and used each time you run the AI Assistant for any menu item. While not required for the AI to attempt to generate a description, we recommend it to get the best results.

Next you can optionally add information about the Menu Item in step number two (S). You can start with a description you already use elsewhere (e.g. online ordering) or just simply list the ingredients or flavors of the item.

Once you have entered your item information, click “Generate” (T) and the AI will provide a description. You can edit this description, correct anything if needed or if you don’t like the description, click Generate again and the AI will create a whole new description for you to review. When you are satisfied, just click “Save” (U).
TIPS FOR BEST RESULTS

- When describing your business, include anything that makes your products unique and items that you use standard. *For example, if all sandwiches come with chips or if all teas let you choose your sweetness level. The AI will incorporate this into the descriptions where appropriate.*

- When describing the menu item, listing the ingredients or flavors works best. This allows the AI to build an accurate description of the item using the Item Name and ingredients.

- Items with clearly identifiable names (e.g. “French Fries” or “Vanilla Latte”) can still generate good descriptions even if no description is given. Items with unique names (e.g. “The Wizard Sandwich” or “Da Bomb Tea”) will need specific flavors or ingredients called out in the step #2 section in order to get an accurate description.

*Note: This feature is currently only available for English language descriptions.*