MEAL SUITE

9 Ways to Increase Dining Revenue in Senior Living with a Flexible POS System

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It's so important to choose a Point of Sale system designed specifically for the senior living industry because only they can offer features such as resident and staff billing integration, dietary restrictions management, and a user-friendly design for seniors, which are essential for maintaining personalized care and compliance. A senior living-specific POS system enhances operational efficiency by streamlining processes like activity scheduling, not offered by systems built for restaurants.

By embracing these strategies and leveraging technology to its fullest, you can create a community where residents thrive and your financial goals are exceeded!

Introduction

Upgrade your Point of Sale operation, elevate your revenue

As the expectations of residents continue to evolve, so too must our approach to delivering exceptional care and service. Today's seniors seek more than just a place to live—they desire a vibrant community where their needs are met with efficiency and personalization.

In this e-book, we explore how a modern POS system can not only meet but exceed these expectations, driving revenue that can be reinvested into enhancing resident experiences. Imagine offering flexible meal plans that cater precisely to individual needs, or implementing Self-Service Kiosks or mobile ordering apps that empower residents to order anytime, anywhere. These innovations not only streamline operations but also create opportunities for upselling and personalizing purchases, thereby boosting your bottom line.
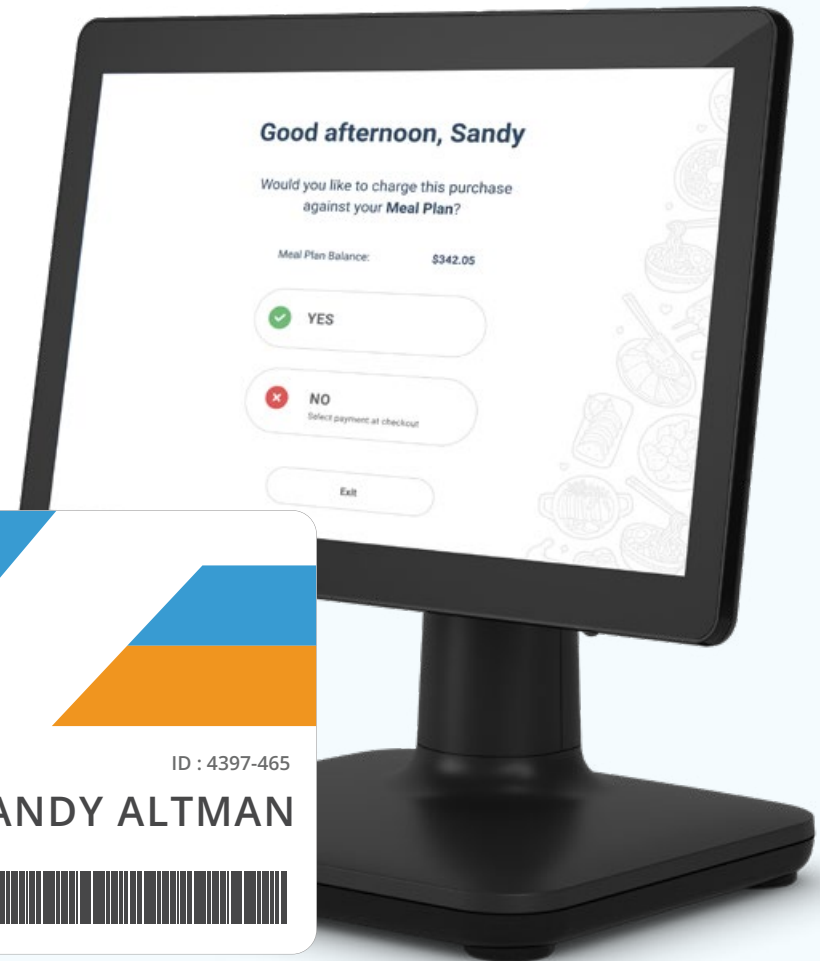
5% *Hotel Tech Report* has revealed that the average restaurant's profit margin is 5%, so a more efficient POS system can boost profitability.

01

Integrated, Flexible Meal Plans

A fully-integrated Point of Sale system transforms the dining experience for your residents, offering a seamless and modern lifestyle. With this system, residents can effortlessly buy a coffee or enjoy a meal without worrying about bringing their wallet with them. By offering a variety of formats and pricing tiers for meal plans and ensuring convenient tracking and billing processes, you can significantly enhance your dining services income while boosting resident satisfaction.

The big benefits of flexible meal plans

- **Increased dining program participation** and revenue due to prepaid meal plans encouraging on-site dining.

- **Competitive advantage and market differentiation** by offering flexible meal options that cater to diverse dietary needs and lifestyle choices.

- **Opportunities for various plan tiers** and special perks that drive more revenue.

- **Improved operational efficiency** through streamlined billing.

Good afternoon, Sandy

Would you like to charge this purchase against your **Meal Plan**?

Meal Plan Balance: $342.05

✓ YES

✗ NO
Select payment at checkout

Exit

Amberley Gardens

ID : 4397-465

SANDY ALTMAN

Tips to get the most out of meal plans

Offer customizable options

Offer residents the ability to tailor their meal plans based on their preferences and dining frequency. Options for plan formats can include:

- A points-based plan, for example, breakfast and lunch are 2 points, dinner is 3 points
- A declining balance plan
- An unlimited plan

Offer adjustable tiers with special perks

Offer various pricing tiers that allow residents to choose plans that best fit their needs, encouraging higher spending for more benefits. For example: Basic, Standard, Premium meal plans with escalating levels of access and perks like gourmet dining, special beverages and events.

BASIC   **STANDARD**   **PREMIUM**

Make billing ultra convenient

Streamline the billing process for meal plans, making it easy for residents or their families to upgrade or adjust their plans as needed. Automated monthly billing is a great option, on top of easy online access to see their balance and manage their account.

02

Staff Dining Programs

Make it easy for staff to enjoy meals from your kitchen with charge accounts made just for them! This will help you capture opportunities for income, while providing convenience and value to your hardworking team members.

The big benefits of staff dining programs

✅ **Don't lose out to offsite dining** or food ordering apps

✅ **Convenient** for your busy staff

✅ **A valuable perk to retain** and attract team members
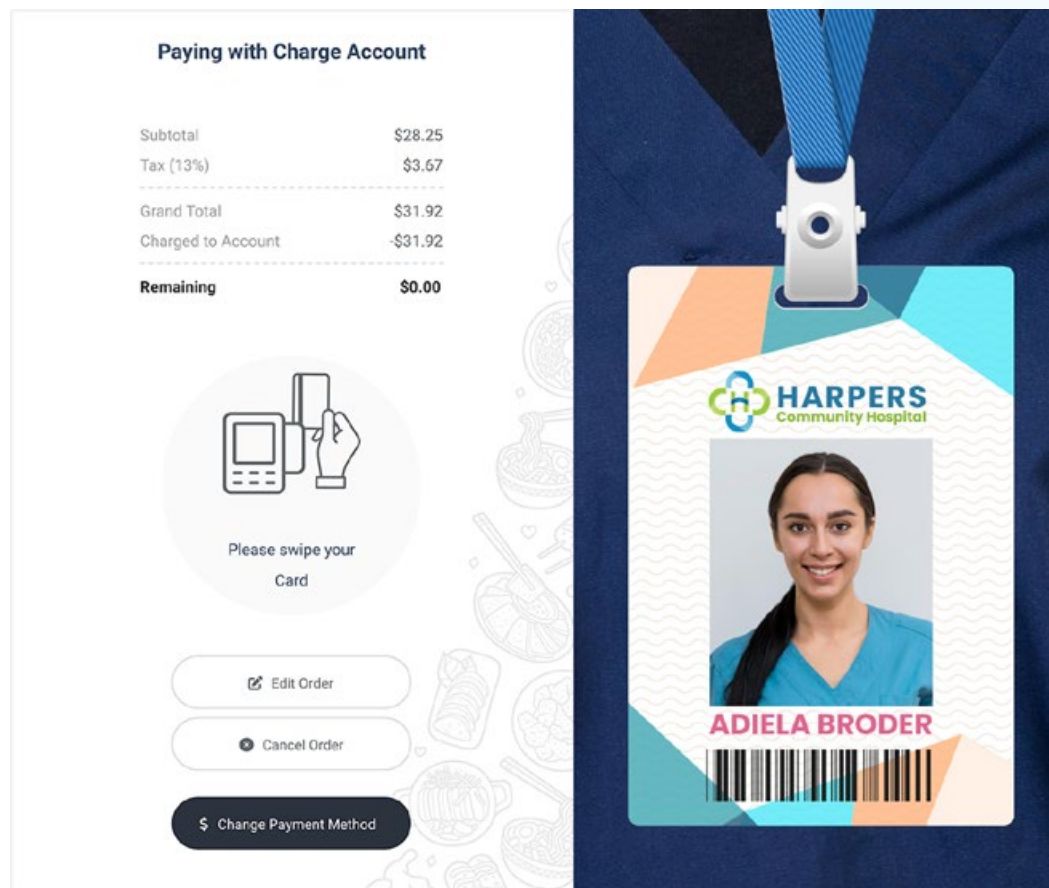
Tips to implementing staff dining programs

Make payments seamless: Allow staff to pay for purchases by scanning their employee badge, with an option to deduct the balance from their paycheck, charge to their specific department, or any charge option you choose to offer.

Customize employee discounts: Staff will be far more inclined to choose to dine from your locations if they can take advantage of a special discount! Program instant 10-15% employee discounts into your Point of Sale system for seamless use when they're checking out.

Offer flexibility and variety: Provide flexible dining options, such as grab-and-go options, to accommodate varying schedules and preferences. A Self-Service Kiosk is perfect for convenience without having to worry about hiring a cashier or having coverage for off-hours transactions.

Let them order and pay from their phones: Your team members are busy and always on the go! Give them the power to order their meals from anywhere with your in-house mobile ordering app (see page 11 to learn more).

Promote take-home options: After their shift, your staff will love the option of skipping the effort of dinner and bringing home some takeout from your kitchen! Offer easy-to-transport options like pizza, salads or tacos to send home with them after their shift.

93% In a recent *Fooda study,* **93%** of professionals agreed that having food at work impacted their morale.

03 Capturing Guest Meals

Do you currently have a way to accurately capture meals for friend or family visits? A Point of Sale system with guest payment options make it easy to offer a seamless dining and purchasing experience for any visitor.

The big benefits of accommodating guest meals

✓ **Encourage visitors to stay for a meal** vs. taking their loved one out to eat

✓ **Don't miss out on extra revenue** with easy guest dining billing

✓ **Offer premium dining experiences** for special occasions

How to attract more families to dine with you

Implement a POS system that makes it easy to charge for guest meals and pay with various methods like credit cards, gift cards or cash. This convenience encourages family visitors to dine more frequently without worrying about carrying cash or handling complicated transactions.

Introduce gift cards that residents can purchase and give to their family members for use at the community's dining venues. These gift cards make it easy for families to enjoy meals together, fostering more frequent visits and creating cherished memories without the hassle of payment concerns.

Create special dining experiences for occasions like birthdays, anniversaries, and holidays. Offer customizable packages that include decorations, personalized menus, and small gifts, making these events memorable and encouraging families to celebrate at your community's venues.

Develop diverse and appealing menus that cater to all age groups, including children. Offering a variety of dishes ensures that every family member, from the youngest to the oldest, can enjoy their meal, making the community a preferred dining destination for family gatherings.

Host themed dining events such as cultural nights, holiday feasts, and seasonal celebrations. These events create a vibrant and inviting atmosphere, giving families another reason to visit and enjoy unique, shared experiences regularly.

04

Add-Ons and Upsells

Point of Sale systems with forced modifiers and prompts make sure your residents, guests and staff receive their ideal plate, and you don't miss out on revenue opportunities. Customize your POS with chargeable sides, drinks, sauces, add-ons like avocado and more.

TIP: Be sure to choose a system with lots of flexibility and capabilities for adding forced customizations!

The big benefits of add-ons and upsells

✓ **Residents, staff and guests** can personalize their order to their exact liking, increasing satisfaction

✓ **A flexible Point of Sale with customizable options** ensure you can seamlessly charge for changes and upgrades
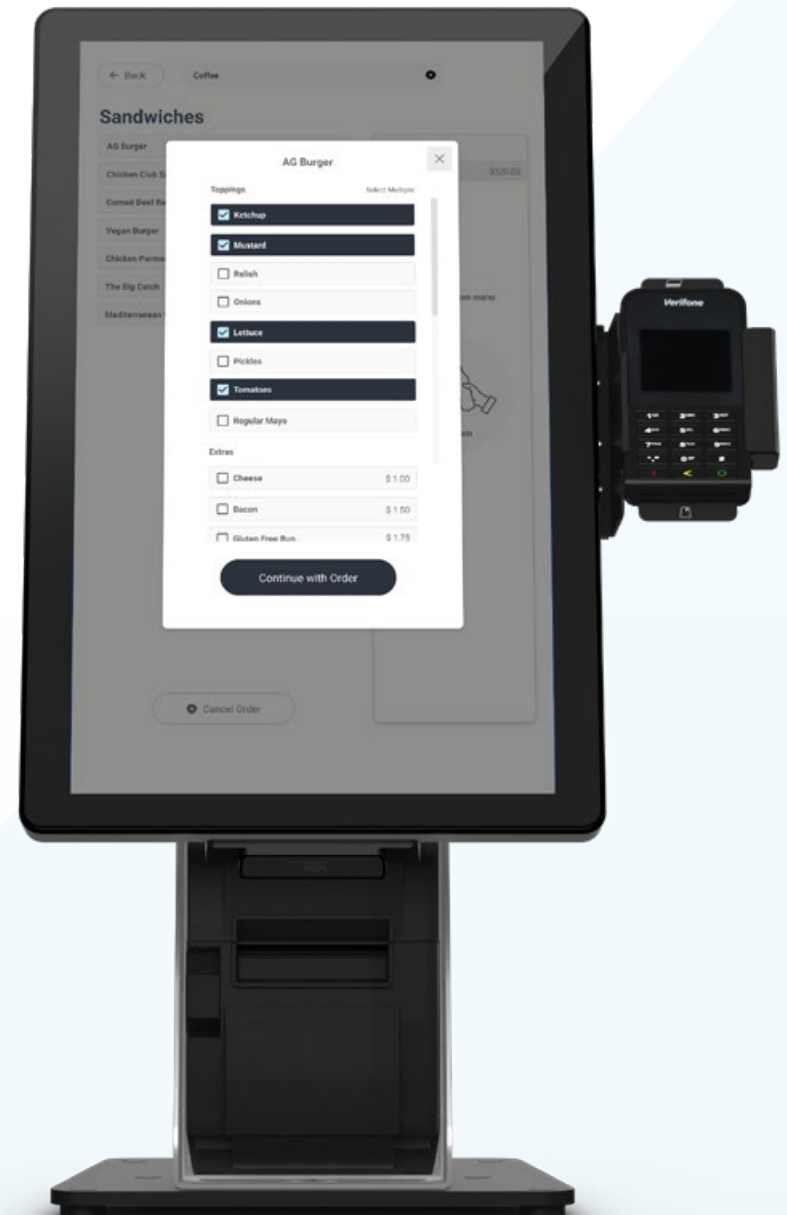
Here are some examples of add-ons you can offer for increased revenue

- **Add extra sauce** or toppings to sandwiches and hamburgers

- **Upgrade the side** of fries to a salad

- **Add guacamole** to tacos

- **Add a fried egg** to avocado toast

- **Make an item a combo** with a side and beverage

- **Switch to a gluten-free** bun

- **Add an alcoholic beverage** to the order

30% According to Accenture, upselling can lead to a revenue increase of up to 30%.

Deploying New Programs: Alcohol, Culinary Experiences

In today's competitive senior living market, dining operators are seeking innovative ways to enhance their services and increase revenue. By introducing new and engaging programs, operators can not only boost their bottom line but also improve the overall resident experience. Leveraging advanced Point of Sale systems can help efficiently capture revenue from these initiatives.

The big benefits of deploying special programs

- ✅ **Boosts resident engagement** and satisfaction

- ✅ **Exciting programs may encourage** more onsite family visits

- ✅ **Generates additional revenue** streams

- ✅ **May help attract more residents** for improved occupancy

- ✅ **Fosters business partnerships** with local chefs, wineries or restaurants
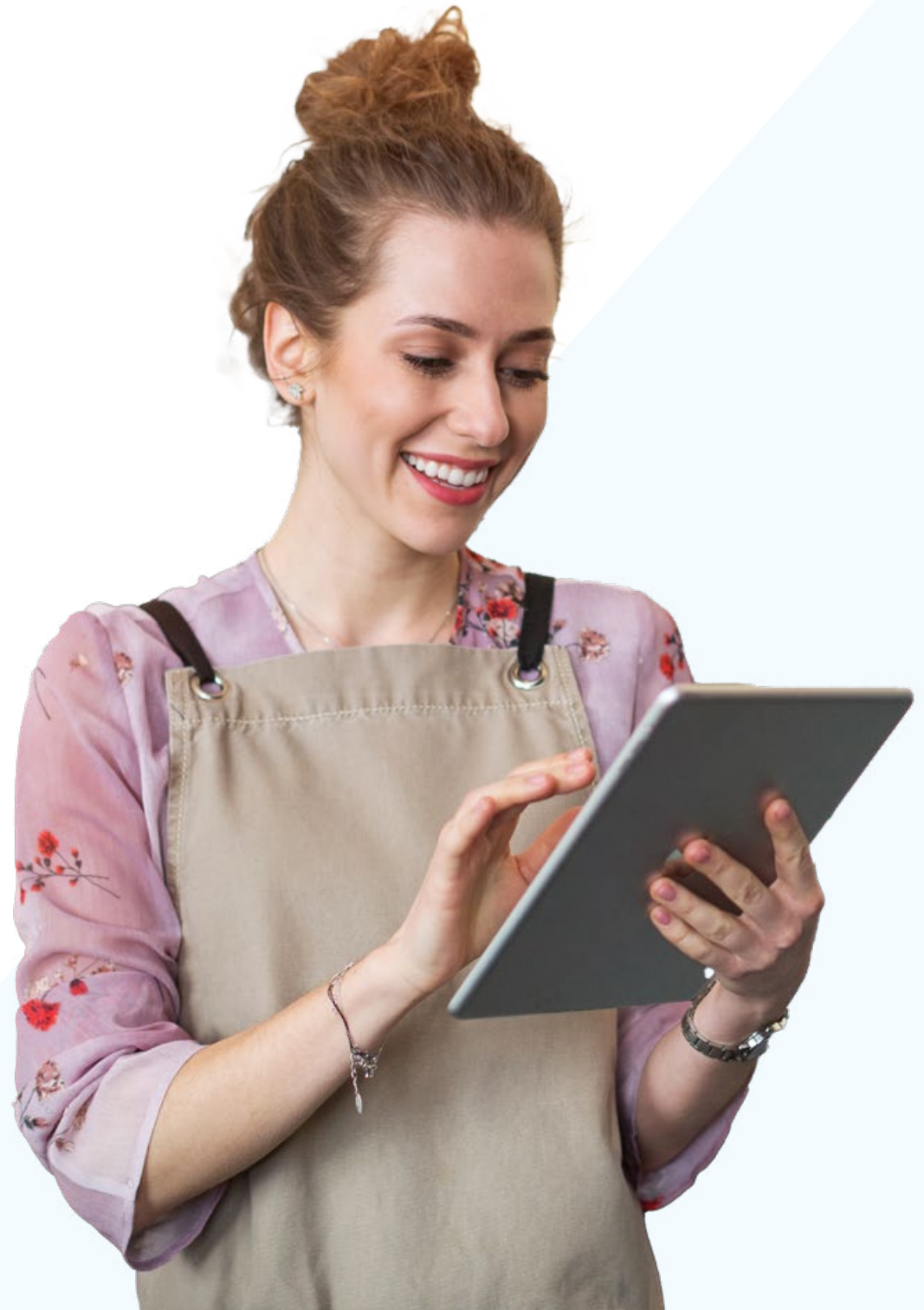
Here are five revenue-generating programs that can transform your senior living dining services

Wine and craft beer tastings: Organize regular tasting events featuring local vineyards and breweries. POS systems can facilitate easy ticket sales and manage memberships for regular tasters, ensuring streamlined transactions and accurate revenue tracking.

Cooking classes and demonstrations: Host interactive culinary experiences led by professional chefs. Using a POS system to handle class registrations and payments simplifies the process for residents and staff, ensuring a smooth experience and efficient revenue capture.

Themed dining nights: Introduce themed dining experiences such as Italian Night, Seafood Extravaganza, or Farm-to-Table events. A POS system can manage reservations, special pricing, and promotions, allowing you to maximize revenue from these premium dining events.

Culinary subscription boxes: Offer a subscription service for gourmet meal kits or specialty food items that residents can enjoy from their apartments. A POS system can automate subscription management, track orders, and process recurring payments, ensuring a consistent revenue stream.

Private dining and event hosting: Create exclusive private dining options for special occasions like birthdays, anniversaries, or family gatherings. With a POS system, you can easily manage bookings, customize menus, and process payments, making these services both profitable and easy to administer.

06

Self-ordering Apps

What if you could provide an in-house mobile food delivery app experience for residents and staff members with products/meals from your own dining venues? Resident expectations are evolving – and flexibility and variety are key. Give your community the experience they're craving, while earning more revenue, with convenient self-ordering options specifically built for the industry.

39% 39% of people over 60 in the U.S. have used food delivery services for the first time during the pandemic – Review42
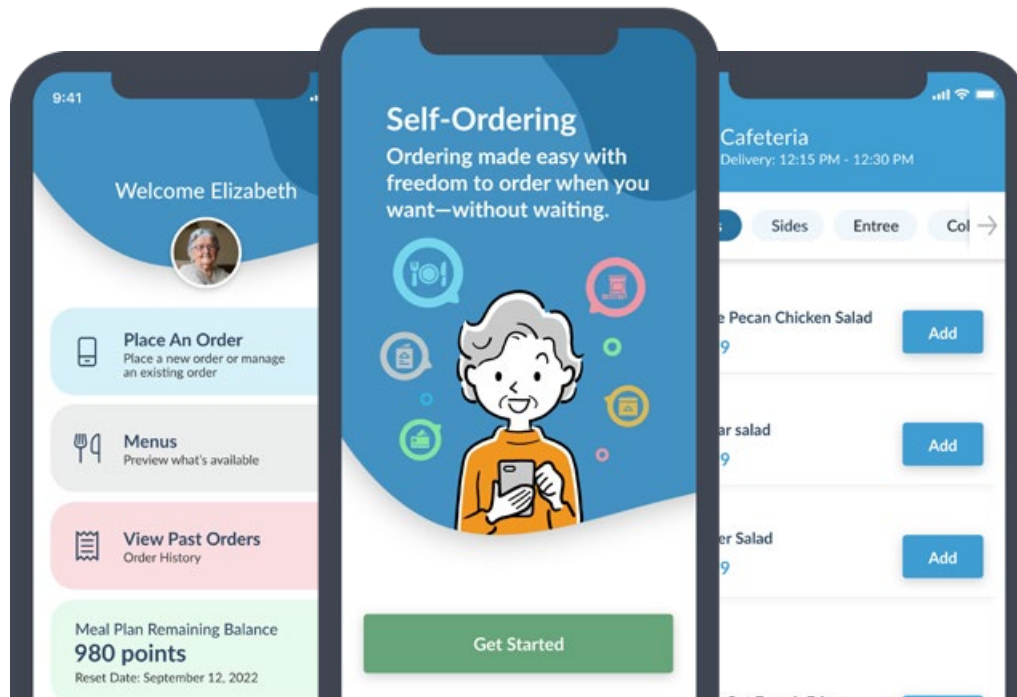
With MealSuite's Portal App designed for senior living, you can...

▍ Allow your residents and staff to order pickup or delivery meals directly from their personal phone or tablet.

▍ Instantly post live menu updates to the app so your community can view what's available at any of your dining locations.

▍ Apply charges to personal charge accounts, meal plans or option to pay at pickup.

Click here to learn more about how it works ➡

Tips to get the most out of a Mobile Ordering App

▍ **Offer options for pickup and delivery:** Seniors and staff can enjoy the flexibility of choosing between pickup and delivery options based on their preferences and needs. This convenience is crucial, especially for those with mobility challenges or busy schedules.

▍ **Make the app available for residents and staff:** By catering to both residents and staff, you expand your potential customer base and increase the app's overall usage, leading to higher order volumes and revenue.

▍ **Consider accessibility:** Ensure the app is user-friendly for both residents and staff, considering factors such as font size, navigation simplicity, and intuitive ordering processes. This accessibility enhances user satisfaction and encourages frequent usage.

▍ **Load your menu with personalization prompts:** Incorporate personalization prompts that suggest add-ons or upsells based on user preferences or dietary restrictions. For example, prompt options for additional sides, beverages, sauces or desserts that complement the main meal selection.

▍ **Special diet considerations:** Addressing dietary needs or preferences through special prompts ensures inclusivity and caters to the specific health requirements of senior residents, potentially attracting more orders.

07

Self-Service Kiosk

Enhance the checkout experience further with a Self-Service Kiosk that allows residents, visitors and staff to purchase items efficiently and independently, including automated off-hours transactions.

"The Self-Service Kiosk gives us more options for the residents to place their orders... there's not as much wait time."

- Jason, Director of Culinary and Nutrition Services at Acts Retirement-Life Communities

The big benefits of a Self-Service Kiosk

✓ **Convenience:** Easy meal ordering anytime for staff and residents.

✓ **Save money on cashiers:** A completely independent checkout experience.

✓ **Faster service:** Orders get sent instantly to the kitchen.

✓ **Reduced errors:** Accurate orders directly from the diner.

✓ **Increased sales:** Upsell and add-on opportunities built-in at checkout.

✓ **24/7 accessibility:** Staff and residents can pay for grab-and-go items anytime they want, even during off-hours.
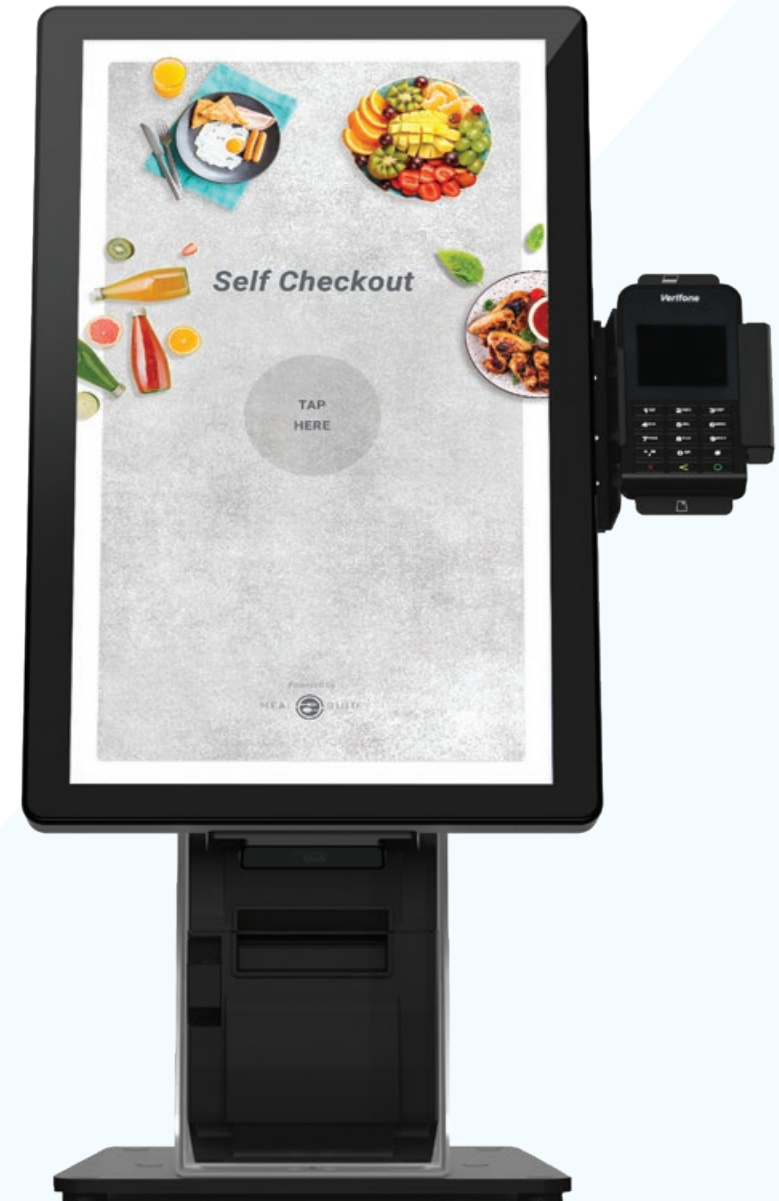
Tips for deploying a Self-Service Kiosk

Introduce a grab-and-go station: One of the benefits to a Self-Service Kiosk is the ability to deploy a grab-and-go station stocked with pre-packaged meals, snacks, and beverages that residents and staff can purchase quickly through the kiosk at any hour of the day.

Integrate upselling and customization options: Program the kiosks to suggest additional items, like drinks, or add-ons like extra sauce, during the ordering process. Allowing residents to customize their meals, offering various add-ons and premium ingredients can increase the average order value.

Offer meal plan payments: Integrate the kiosk with resident and staff meal plans, allowing residents to easily access and track their meal credits or subscriptions.

Implement table numbers: Self-Service Kiosks can be great for sit-down dining too! Save on the server labor by having residents order from the kiosk, enter their table number and bring the number signage to their table.

Promote the kiosk benefits to residents: Regularly educate residents and staff on how to use the kiosks effectively, possibly through demonstrations or instructional videos. Promote the convenience and benefits of the kiosk through community newsletters, posters, and word of mouth.

Monitor and analyze usage data: Utilize data analytics from the kiosks to understand purchasing patterns and preferences, helping to tailor menu offerings and promotions.

McDonald's has reported that the introduction of Self-Service Kiosks in their restaurants led to a higher average ticket size. This increase is primarily due to effective upselling and add-on suggestions facilitated by the kiosks. - *Samsung Business Insights*

08 Services & Appointments

Choosing a Point of Sale system that integrates booking services and appointments can significantly benefit a senior living community in terms of revenue generation. By consolidating these functions into one system, staff can efficiently manage sales transactions, service bookings, and appointments, streamlining operations and saving time. This integration allows you to offer bookings and payments for additional services, such as wellness programs, recreational activities, and beauty treatments, directly through the POS system, expanding revenue streams.

Click here to learn more about managing services and appointments in a Point of Sale! ➡
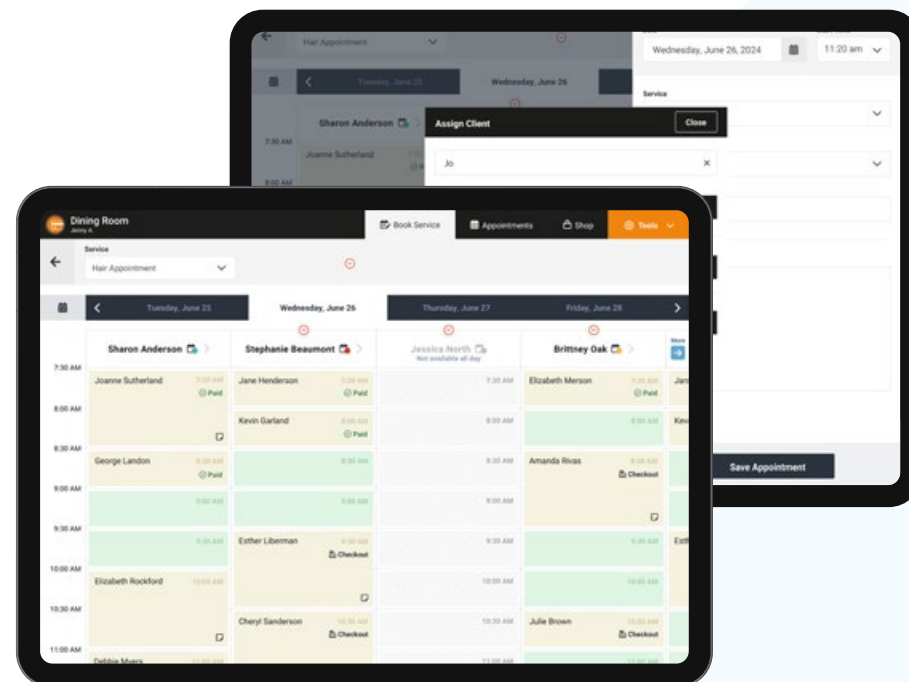
Extra services and appointments you can offer through an integrated Point of Sale:

- ✅ An on-site cooking class
- ✅ Spa services
- ✅ Exercise classes
- ✅ Haircuts
- ✅ Pet care services
- ✅ Transportation services
- ✅ Excursions

09

Optimize Offerings with Data

A big benefit of implementing a fully integrated Point of Sale in your community? The ability to harness the power of data: Which items are popular with your residents? What dining times are most popular? Boost resident satisfaction while saving on food waste and properly allocating staff.

Data insights you can get from your Point of Sale:

Popular menu items: The POS system can track sales data to identify which menu items are the most popular among residents. This helps you better understand resident preferences and adjust the menu to include more of these favored items, thereby increasing satisfaction and potentially boosting sales.

Peak dining times: By analyzing transaction times, the POS system can show peak dining periods throughout the day. This insight allows operators to optimize staffing levels and food preparation schedules, ensuring efficient service during busy times and reducing labor costs during slower periods.

Personal menu information: The best Point of Sale systems integrate with resident profiles that track preferences, allergens and dietary needs. Build personal menus and allow live resident census to inform the offerings you push out to your POS system.

Resident spending patterns: The POS system can provide detailed reports on individual resident spending habits, including how frequently they dine, their average spend per meal, and preferred payment methods. This information can be used to tailor marketing efforts and loyalty programs to encourage more frequent dining and higher spending.

Inventory management: POS systems can integrate with inventory management tools to track ingredient usage and stock levels in real-time. This helps you manage inventory more effectively, reducing waste, avoiding stockouts, and ensuring fresh ingredients are always available for meal preparation.

REPORTS

HR SYSTEMS

FINANCIAL SYSTEMS

50% 50% of small businesses report that the analytics and reporting in their POS system is integral to their operations - *Hotel Tech Report*

Conclusion

MEALSUITE POS ECOSYSTEM

Boost your revenue with our flexible Point of Sale solution

Our all-in-one platform is 100% customizable to your operations, so you can deploy programs that work for you, with room to grow into the future.

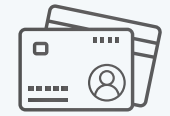**Click here to schedule a personal demo!** ➡

Integrated Resident Dietary Profiles

Menu Boards & Self-Service Kiosks

Staff & Resident Mobile Ordering App

Custom Resident & Staff Charge Accounts

Diner Participation Reports

Book Services & Appointments

HR & Financial Interfaces

100% Cloud-Based