

Launching in 2022 - Apitap®, The All-in-One Restaurant Digital Marketing and Management System

Apitap® - The All-in-One Restaurant Digital Marketing and Management System that combines a full suite of digital marketing tools, POS, ordering, and management functions is launching in January 2022.



La Canada Flintridge, California Dec 11, 2021 ([Issuewire.com](https://www.issuewire.com)) - *Apitap's Restaurant Management System was created as an extension of Apitap's merchant portal to provide restaurants with a list of in-demand features that most high-end systems would charge extra for. With Apitap, restaurants don't need expensive and time-consuming additional systems to achieve their business goals.*

Apitap provides restaurants with a truly unique package that they can use to increase sales and expand their advertising results while making their operations more productive and efficient. Apitap's founders have over 30 years of combined experience in the restaurant, bar, retail, hospitality, and professional services industries. During that time, they were able to witness, or experience directly, the struggles and uncertainties that merchants and restaurants were facing.

"To stay on top of the competition, restaurant owners need a unified platform that will enable them to achieve their business goals without huge added costs. Apitap provides exactly that ... an all-in-one

solution, crafted by experts coming from all types of industries", Krestina Torossian, Chief Marketing Officer, said in a statement.

Apitap gives restaurants the ability to drive awareness and increase sales by reaching out to their target market, without using costly and limited third-party messaging and emailing services. With Apitap's innovative Real-Time Customer Engagement feature, customers receive immediate notifications about a favorite restaurant's activity, including new items, daily specials, and upcoming events.

Apitap's Restaurant Management System (RMS) is essentially a complete POS that is included free of cost with a regular Apitap subscription and does not require additional hardware or devices to use. The RMS can take orders online, mobile, and in-restaurant and comes with features that help restaurants achieve hassle-free transactions and smooth flowing operations.

The RMS includes a special feature of key importance for restaurants, ... Dynamic Digital Menus. The Dynamic Digital Menu system connects to, and updates instantly based on real-time product schedules, inventory quantity, and scheduled promotions for each restaurant's location. It uses this data to update immediately menus displayed in-store, online, and on mobile at the same time so customers always see exactly what a restaurant has available. This interactive approach helps capture consumers' attention, even more, when combined with digital signage and promotional videos about the restaurant's offerings.

The Apitap Restaurant Management System includes 3 interfaces:

Waiter. This interface allows servers and wait for staff to take orders tableside and have the order immediately processed through to the kitchen, without double entry or system updates. As orders become ready, the servers are immediately notified and can take care of the customers more efficiently. Plus, the interface updates automatically in real-time with Apitap's Dynamic Digital Menu and Digital Marketing features, so waiters are always up to date on what's available and what is currently being promoted.

Counter Managers. This interface makes tracking and payment easier for restaurants and consumers. Counter Managers can monitor orders and invoice totals, print receipts, manage item availability, and collect payments using this interface. It can also be used to take new orders in-person or over the phone, including delivery info and special instructions, to meet customer demands.

Kitchen Manager. This interface displays orders in real-time as they are taken from customers. As the kitchen staff updates the orders on the interface, information is transmitted immediately to the counter and servers for the highest level of customer service. It can also be used to update the restaurant's menu and the availability of food items based on inventory and availability.

"We infused in our system a customer-focused approach to deliver the best service and excellent dining experience fit for your customers," Krestina Torossian added.

Apitap also enables participating restaurants to generate analytic reports covering sales and ads performance, menu/products reports, and others. These reports will give restaurants actionable insights and turn these data into a plan of action.

Those who want to learn more about Apitap, The All-in-One Restaurant Digital Marketing and Management System, visit the [website](#) for more information.

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Source : Apitap

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