

Pickcel adds digital menu board application to its suite of restaurant digital signage solutions

Restaurants can now deliver a first-rate customer experience, thanks to Pickcel's new digital menu board solution



New York City, New York Mar 29, 2022 ([Issuewire.com](https://www.Issuewire.com)) - [Pickcel](#) is a leading provider of cloud-based digital signage software. The brand has recently launched a [digital menu board solution](#) that attains the status of the final crowning jewel, effectively making the software the most consolidated platform ever for managing all restaurant functions that require digital screens.

"Most food service businesses use separate software for everything— one for managing order tickets, another for running promotions, and then, maybe a third one for showing menus. It costs restaurants both time and money. We bring all these features in a single software," explains Basudev Saha, co-founder of Pickcel.

Before the inception of the digital menu board application, Pickcel was already providing its restaurant clients with various other digital signage solutions boxed within its software license. For instance, the brand serves its clients a whole platter of [restaurant digital signage solutions](#) like queue management (for showing live order status on screens), digital discount (creating limited deals), and social wall (to showcase social media feeds from Twitter, Instagram & Facebook on a single screen).

Now, with the digital menu board solution, foodservice chains worldwide can quickly layout their menus on digital screens for better visual impact.

"A lot of people don't realize that food is as much a visual delicacy as it is a taste function. How you present your menu— the color, the images, and even the texts— every bit of it directly impacts your sales. "We wanted to offer restaurants massive control over their menu, from designing their menus to instantly getting it up on the screens," says Pickcel co-founder Rajesh Bhattacharjee.

The Pickcel Digital Menu Board Application

The Pickcel digital menu board application houses exclusive [high-quality menu templates](#); one can edit these templates and design a menu in just a couple of minutes. There are options to add images of food items on the menu and choose any currency for showing the prices. The restaurant staff can also highlight different items with different labels like *Spicy*, *Vegetarian*, *Vegan*, *Gluten-free*.

Pickcel believes that with this solution, restaurants wouldn't have to rely anymore on external partakers or toggle between multiple software to get things done. Everything will be in-house and under the user's control.

Convenience is at the core of Pickcel's digital menu board solution. With just one click, the pricing can be updated on the menu; items that are sold out can be instantly highlighted to avoid customer dismay.

To learn more about the Pickcel digital menu board app features, watch this video:

<https://www.youtube.com/watch?v=9p9w7ShXZss>

The new digital menu board app makes it easier for the restaurant staff to launch their menus on the screen. It also makes their digital menus accessible on mobile for restaurant-goers. The [app has an in-built QR code generator](#) to produce unique QR codes for each new menu.

"If I go to a crowded restaurant and I get to browse the menu on my mobile, sitting at the table, without having to queue up near the ordering window, that's a great customer experience for me. I am going there again," adds Basudev.

The Pickcel founders are confident that with this simple QR code feature in their app, they are solving one of the biggest pain points of restaurants & QSRs in the aftermath of the Covid-19 pandemic: delivering a touchless ecosystem for safe out-dining.

Coming to Customer Experience...

When it comes to eating out, many factors contribute to customer experience; it's not just the food quality or the staff's behavior. There is the decor, the ambiance, and, most importantly, the value of your customers' time.

Pickcel emphasizes that all its restaurant solutions combined can deliver rapid processing of orders and significantly reduce wait-time frustration.

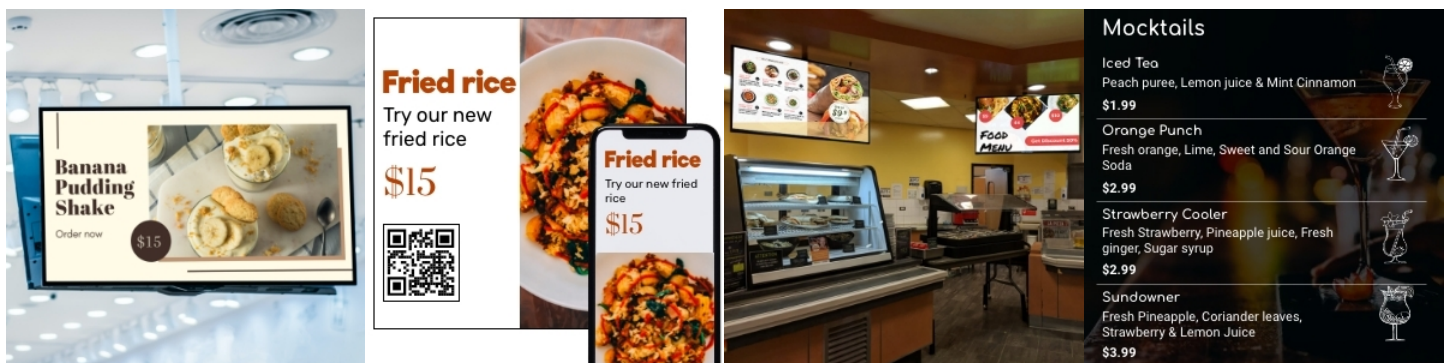
Various reports and survey results have shown that customers are increasingly drifting towards self-service. Where there is a self-ordering kiosk, there is a frictionless checkout. And that accounts for higher sales. Many popular QSR chains like Starbucks and [McDonald's have deployed digital menu boards and self-ordering kiosks](#) in large numbers to ensure faster checkouts.

Pickcel believes itself to be one of those unique brands that hold the merit to create any customized system with digital signage, whether it's a self-ordering kiosk or an integration with restaurant billing systems and other business intelligence tools.

[Pickcel is experienced in integrating its software with restaurant systems](#) to design tailored solutions. The Pickcel software also has default platform integrations such as Google Sheets, Slack, Google Reviews, and [60+ digital signage content apps](#) like a weather app, AQI app, news apps, countdown app, and other apps to auto-populate restaurant screens with diverse infotainment content.

About Pickcel

Pickcel is one of the fastest-growing SaaS companies in the digital signage domain. The firm has offices in Bangalore (India) and New York (USA). Their software currently powers 80K+ screens across 30+ countries. It has a global presence with clients from the UK, USA, Mexico, Spain, Canada, India, Japan, and the MENA region. The company has several partnership programs and is always looking for collaborations with regional brands.



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