



# RADIANT CI200 INTERACTIVE CUSTOMER DISPLAY

*for the hospitality industry*

The Radiant CI200 Interactive Customer Display dramatically improves the customer ordering experience in quickservice and fast casual restaurants. Cut waste and improve customer satisfaction by displaying transaction details such as items ordered, requested modifiers and totals in real-time. Improve the speed, security and convenience of card-based transactions by allowing customers to swipe their own card. Boost sales by improving speed of service and engaging your customers at the moment of decision with high-impact marketing messages.

## ➤ IMPROVE SPEED OF SERVICE

Reduce transaction times by eliminating the verbal confirmation at the end of orders. Customers can now have visual confirmation that special requests have been heard and entered correctly.

Use technology to provide personal service. The optional Express Order feature stores customer order details – including item modifiers – for fast retrieval on subsequent visits. Even if your staff doesn't remember the preferences of your regular customers, your system will.

## ➤ INCREASE SALES

Increase your sales with faster service at the counter.

Increase average ticket size by promoting new items, relevant offers and high-margin add-ons. Further increase the impact of your promotional content by using day-part control to target your messages.

Encourage cash customers to spend up to the amount they have in-hand by displaying real-time transaction totals.

## ➤ INCREASE ORDER ACCURACY

Eliminate order entry errors that increase waste and drive out profitability with a detailed listing of items, condiments, quantities and requested modifiers.

## ➤ MAXIMIZE CUSTOMER SATISFACTION

Deliver a consistent, high-quality dining experience for your customers by ensuring accurate orders and fast, efficient service.

## ➤ REDUCE FRAUD

Deter fraudulent voids and item deletions by displaying real-time transaction details to customers. Customers question being asked for an amount that does not match the total shown on the screen.



RADIANT CI200  
INTERACTIVE CUSTOMER DISPLAY

## RADIANT C1200 INTERACTIVE CUSTOMER DISPLAY INCLUDES:

### CUSTOMER-FRIENDLY DEVICE

- Bright 12-inch display allows customers to view order details in a large, easy-to-read format
- Touch-enabled screen supports interactive features
- Integrated magnetic-stripe reader for quick and easy credit, loyalty and gift card transactions
- Integrated stereo speakers and built-in multi-media support create a compelling customer experience

### ORDERPOINT!™ SOFTWARE FOR CUSTOMER-FACING DEVICES

- Simultaneous display of up to 13 lines of transaction detail with user-activated scrolling for longer orders
- Modifiers and exceptions highlighted for increased legibility and improved order accuracy
- Real-time transaction totals
- Seamless integration with Aloha QuickService software
- Day-part controlled promotional animations deliver relevant marketing messages that get results
- Use the included graphics package or customize to support your brand and promotions

### EASY INSTALLATION AND OUTSTANDING RELIABILITY

- Retail-hardened unit designed, manufactured and supported by Radiant Systems
- All new Radiant POS terminals feature built-in support for the C1200 display
- Passively-cooled, solid-state electronics



PI220 POS WITH C1200 DISPLAY



PI500 SERIES POS WITH C1200 DISPLAY

## THE C1200 INTERACTIVE CUSTOMER DISPLAY PROTECTS YOUR POS TECHNOLOGY INVESTMENT.

More than a touch screen, the C1200 is a platform designed to support both current and future customer-facing applications. The attractive, spill-resistant, high-impact enclosure includes a bright touch screen display, magnetic stripe reader, stereo speakers, numerous spare ports and a unique Cable Management System.

## QUICKLY GENERATE SIGNIFICANT RETURNS FOR YOUR BUSINESS.

### INCREASE SALES:

- Increase throughput and sales during peak periods by **decreasing average transaction times by at least 10 seconds**. Shorter lines result in fewer walk-aways and happier customers.
- Increase average ticket size with animated promotions that get results. Consider the financial impact of selling just one additional dessert or entrée per terminal each day.

### REDUCE COSTS:

- Avoid lost food and labor costs associated with wasted product by **reducing order errors at the counter by 80% or more**.
- Reduce fraudulent voids by displaying real-time transaction details to the customer. Consider the financial impact of preventing just one fraudulent transaction per terminal each day.

*The benefits are instantaneous, with typical operators recovering their investment in just a few short months. Radiant Interactive Customer Displays dramatically improve the customer ordering experience while enabling the fast, efficient service that is an imperative in today's competitive food service environment.*



FOR MORE INFORMATION, PLEASE VISIT US AT  
[WWW.RADIANTSYSTEMS.COM](http://WWW.RADIANTSYSTEMS.COM) OR CONTACT US AT 877.794.RADS

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