Image: Star Micronics

Perfecting QSR Delivery with POS Scales & Advanced Labeling

Delivery bag labeling and weight measurements can help ensure order accuracy and increase customer satisfaction.

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The QSR industry has undergone a significant transformation in recent years. While drive-thru and dining rooms remain vital components of the business model, delivery has become an essential revenue driver for most operations. In fact, the share of revenue from delivery is expected to surge dramatically in the coming years. According to a recent Mordor Intelligence report, the global food delivery market is projected to reach $1.37 trillion by 2029, growing at a compound annual rate of 15.1% from $680 billion in 2024.

While adding the delivery channel offers a valuable new revenue stream for QSR operators, it also presents challenges. Chief among them is the issue of incorrect orders. It's a rare operator who hasn't at some point received a phone call from an angry customer complaining that a burger, large fries, or some other menu item was missing from their delivery order. Although they may receive a refund, the result will likely be the loss of that customer and the accompanying lost sales.

With delivery contributing to a growing share of a QSR's bottom line, ensuring the accuracy of such orders will be increasingly critical.

By incorporating weight-based verification with smart labeling and advanced point of sale (POS) scale solutions, QSRs can ensure order accuracy, transform operational efficiency, and boost brand loyalty in an increasingly competitive delivery market.

Image: Adobe Stock

Weighing the value of better order accuracy

Pairing POS scales with labeling systems can be a game-changer for ensuring accuracy in QSR delivery operations. By verifying the weight of delivery bags against preset expectations, these systems can confirm that all ordered items are included before the order leaves the restaurant.

The concept is similar to what some grocery stores employ in their self-checkout lane. If you've ever been prompted to "return the item to the bagging area" when checking out your supermarket selections, the bagging area likely incorporates a scale, and what was scanned doesn't match the expected weight of your purchases.

This weight-based approach significantly reduces errors and minimizes the chances of missing items, helping to prevent customer complaints that can damage brand reputation. These checks also help streamline the overall workflow. By increasing efficiency, staff can identify and correct discrepancies instantly. For QSR operators, investing in weight verification technology greatly improves customer satisfaction and reinforces the reliability of their delivery services.

Image: Star Micronics

Keep hands out of the bag

Another issue with delivery is the potential for tampering with food orders. In many cases, those orders are handled by third-party contractors who may have little interest in upholding a restaurant's reputation. If a customer has even the slightest suspicion that a driver has helped themselves to a few fries from their bag, they're likely to be so turned off that they'll never order delivery from that restaurant again.

Image: Star Micronics

The solution? Sealed, tamper-proof packaging.

Permanent linerless labels are an effective solution for tamper-proof packaging. They provide a secure seal that ensures food safety and instills customer confidence. By visibly protecting the integrity of a delivery bag, these labels reassure customers that their order has remained untouched during transit, boosting trust in the QSR's commitment to quality.

Custom-printed labels are also an excellent opportunity for QSRs to take their branding efforts to the next level. These labels can showcase logos, highlight promotions, or include QR codes for quick access to feedback forms or loyalty program enrollment. Enhanced branding through eye-catching, functional labels reinforces brand recognition and creates a more engaging and memorable customer experience, transforming a simple delivery into a marketing touchpoint.

A complete accuracy & safety solution

Incorporating POS scales and label printers into a unified system simplifies operations and enhances efficiency in QSR delivery workflows. This combination provides real-time verification of order accuracy with packaging security, ensuring the correct items are included in delivery bags while simultaneously generating labels that reflect precise information and keep orders tamper-free. Additionally, the system provides real-time data insights, improving inventory management and enabling detailed reporting to optimize resource use and reduce waste.

Additionally, adopting linerless labels and efficient packaging strategies demonstrates a commitment to sustainability while reducing operational waste. Linerless labels eliminate the need for traditional label backings, cutting

down on non-recyclable waste and aligning with the growing eco-conscious values of consumers. By incorporating these environmentally friendly practices, QSRs reduce their ecological footprint and enhance their appeal to customers who prioritize sustainability in their purchasing decisions.

Conclusion

By combining POS scales for weight verification and advanced labeling technologies, QSRs can achieve unprecedented order accuracy, operational efficiency, and customer satisfaction. This combination offers actionable insights to help QSR operators stay ahead in a demanding market while minimizing errors and maximizing brand impact.

Star Micronics Product Spotlights

Star Micronics offers a variety of cutting-edge solutions designed to ensure order accuracy and improve the customer experience, including:

mG-TUDB POS scales
Star is proud to offer its mG-T line of point-of-sale (POS) scales, engineered to simplify POS operations while keeping operations moving.

Key Features:

- NTEP and Measurement Canada Certified
- Class III Accuracy
- Connect to Windows, Android, and iOS
- Serial, USB, & Bluetooth Connectivity
- Large 13.5" x 10.4" Platter Size
- Backlit LCD Screen
- Auto-Power Off
- Convenient pole display available for UDB models (optional)

mC-Label3 Multimedia Printer

The versatile mC-Label3 multimedia printing solution is another Star innovation, combining multiple printing options into one.

Key Features:

- Prints on a variety of media with superior quality
- One Touch Label stores pre-made receipts & labels for easy printing
- Multiple connectivity options (USB-C, WLAN, SteadyLAN, TetherLAN, Bluetooth)
- Cloud-based printing with CloudPRNT
- Works with iOS, Android, & Windows
- Multifunctional peripheral hub
- User-friendly with maintenance alerts

Image: Star Micronics

TSP143IV SK sticky linerless label printer

The TSP143IV SK Sticky Label Printer is the latest addition to Star Micronics' acclaimed TSP100 series. Combining modern design with advanced technology, this compact printer is geared for versatility, connectivity, and efficiency.

Key Features:

- Prints eco-friendly, removable linerless sticky labels
- Future-proof connectivity: AOA, WLAN, & USB/LAN
- High-speed printing at 180mm/s
- Cloud Ready with CloudPRNT & PromoPRNT

Image: Star Micronics

ABOUT THE SPONSOR:

Star Micronics, a global leader in point-of-sale (POS) hardware, has been trusted by quick-service restaurants (QSRs) for over 60 years. Known for innovative solutions like CloudPRNT and mobile connectivity, Star's reliable receipt and label printers, cash drawers, and self-service technologies are crafted to keep operations seamless and customers coming back for more. With a commitment to quality and efficiency, Star Micronics empowers QSRs to serve their customers quickly and effectively, making them a trusted partner in the industry. Visit starmicronics.com to learn more.