SMARTER FLOW SYSTEMS · RESTAURANT ROI MODEL

100-Seat Restaurant Return on Investment & Savings

TIER 2 — STARTER · 19–35 tables · **$849/month** platform fee plus **$0.25** per AI minute actually used. Nothing is pre-paid; a quiet month costs less.

$1,737	$1,734	$20,808	100%
YOUR COST / MONTH	YOUR PROFIT / MONTH	YOUR PROFIT / YEAR	RETURN ON COST

01 What STARTER includes

Every figure in this report is produced by the subscription below — the same tier definition the portal bills from. There is no separate module to buy and nothing here is an add-on.

- Up to 100 seats · 19 – 35 tables
- AI minutes billed on ACTUAL usage — $0.25/min
- Everything in Essentials
- Priority Support

> **One fee, one rate.** $849 a month covers the whole platform for up to 100 seats. AI minutes are the only variable line, billed at **$0.25** on measured usage — no bundle to burn through, no overage penalty, and tapping the QR menu costs nothing at all.

02 How we calculate this — and how it differs from the earlier model

The earlier ROI treated **every adopted order as an AI voice conversation**. That is not how the system works. A guest can **tap through the QR menu in silence** — that saves exactly the same server trip, but it uses **no AI minutes at all**. Minutes are only consumed when someone actually **speaks**.

> **The distinction that changes the whole picture: 80% adoption** drives the **savings**, but only **50% of those** — the ones who talk — drive the **cost**. Labour is saved on all 48 adopted parties a day; you are billed for roughly 24 of them.

ASSUMPTION	IF EVERY ORDER WERE SPOKEN	THIS MODEL
Parties using the system (adoption)	80%	80%
Of those, share who *speak* to the AI	100%	50%
Guests who tap the menu silently (0 minutes)	none	24 / day
Billable AI minutes / month	12,351	3,550
AI minute cost / month @ $0.25	**$3,088**	**$888**

Same adoption, same rate — the difference is recognising the silent tap path. It reduces the modelled AI spend by **$2,200 a month** without reducing the labour saved.

03 What it costs you

WHAT YOU PAY FOR	PER MONTH ▼ COST
Platform fee — Starter, up to 100 seats	$849
AI minutes — 3,550 min @ $0.25 (billed on actual use)	$888
TOTAL COST / MONTH	**$1,737**

> Nothing is pre-paid and nothing is cut off. A quiet month bills fewer minutes and costs less; the platform fee is the only fixed line.

04 Service labour saved — order taking, POS entry, payment

With about **59 parties served a day** at 55% occupancy across 4 seatings, roughly **48 of them order through the system**. Each removes a server trip to take the order, the POS entry, and the walk back for payment — about **4.5 minutes** of repetitive work per party.

MEASURE	VALUE
Parties ordering through the system / day	48
Repetitive server time removed / month	108 hrs
Service labour saved @ $22/hr loaded	**$2,384**

05 Phone labour saved — the cost nobody counts

Answering the phone is genuinely **labour-intensive**, and it is worse than the clock suggests because of *when* it happens. The phone rings hardest exactly when the floor is busiest. A staff member stops mid-service, finds the reservation book, puts the caller on hold, walks to the host stand, writes it down, then returns to the table they abandoned. The call might be 3 minutes; the interruption costs more.

The AI receptionist answers **every** call on the first ring, takes the booking, and never puts a guest on hold to serve someone else. It also answers the calls a busy restaurant simply *misses* — those are booked covers walking to a competitor, though we do not claim them as savings here.

MEASURE	VALUE
Inbound calls / day (reservations, hours, enquiries)	14
Share a human would have picked up	80%
Staff time per call, including the interruption	3 min
Phone-handling time removed / month	16 hrs
Phone labour saved @ $22/hr loaded	**$361**

> Conservative on purpose: this counts only calls a human would have answered anyway. Missed calls converted into bookings, and fewer errors from reservations scribbled mid-shift, are real benefits deliberately left out of the total.

06 Extra tables per day — counted in, not set aside

The earlier report showed peak-time table turns as an illustration and excluded them from the ROI. They are included here, because the mechanism is the same one that saves the labour: when a guest can order the moment they are ready and pay the moment they are finished, the table frees sooner. We only count it where it can convert — **peak periods with guests actually waiting** — and we count it at **margin**, not at menu price.

PEAK-CAPACITY MEASURE	VALUE
Avoidable delay removed per table	10 min
Table opportunities freed per 4-hour peak	1.1
Busy days a month where guests are genuinely waiting	12
Share of freed capacity actually filled	60%
Additional tables seated / month	8.1
Incremental revenue @ $32/seat × 4 seats	$1,037
Extra-table profit at 70% margin	**$726**

> Off-peak, the same minutes saved improve service and staff efficiency but create no extra sale — nobody is waiting for the table. That is why only 12 days a month are counted, and only 60% of the freed capacity within them.

07 The bottom line — cost vs profit

MONTHLY	AMOUNT
Service labour saved	$2,384
Phone labour saved	$361
Peak-capacity contribution	$726
Total value you get back	**$3,471**
Less: what Smarter Flow costs you	($1,737)
YOUR PROFIT / MONTH	**$1,734**
YOUR PROFIT / YEAR	**$20,808**
Return on cost	**100%**
FOR EVERY $1 YOU PAY, YOU GET BACK	**$2.00**

08 Where this tier sits in the ladder

The same model applied to all 5 tiers. Every tier carries the full platform — the difference is room size, not capability, so a larger room simply has more parties across which to save.

TIER	SEATS	TABLES	PLATFORM FEE / MO ▼ COST	AI MINUTES USED EST. / MO	TOTAL / MO ▼ COST	PROFIT / MO ▲ YOU KEEP	RETURN ▲ ON COST
Essentials	50	12–18	$499	1,950	$987	$942	95%
Starter YOUR TIER	**100**	**19–35**	**$849**	**3,550**	**$1,737**	**$1,734**	**100%**
Professional	150	38–50	$1,399	5,800	$2,849	$2,807	99%
Enterprise	200	50–65	$1,799	7,550	$3,687	$3,704	100%
Enterprise Plus	500	125–165	$4,499	19,100	$9,274	$9,364	101%

Cost = the platform fee plus the AI minutes actually used at $0.25 a minute. **Profit** = what the system gives back, less that cost. **Return** = profit as a percentage of cost, so 100% means you get back double what you pay.

09 Prove it rather than trust it

Every input above is measured by the portal itself: adoption rate, AI minutes, voice-versus-tap split, order timing, payment timing, table duration, peak waitlist volume, labour hours and order errors. After one full month you can replace every assumption on this page with your own numbers.

Basis of preparation. 4 seatings per table per day at 55% occupancy · 80% of parties use the system · 50% of those speak to the AI for ~3.5 minutes · 30.4 days per month · loaded labour $22/hr · AI minutes $0.25. These are modelled illustrations, not guaranteed savings or profits. Actual results depend on demand, staffing, wages, table mix, guest adoption, operating hours and execution. AI minutes are billed on measured usage only — this estimate never determines an invoice.