

Multi-Unit Restaurant Tech Vendor Evaluation Scorecard

A practical RFP scorecard for franchise and corporate multi-location brands.
Score vendors 1–5 across eight weighted categories. Pilot before you scale.

Vendor name	_____
Category	Ordering / Loyalty / Experience layer / Other
# of locations	_____
Primary POS	_____
Scorers	IT _____ Marketing _____ Ops _____ Finance _____
Date	_____

How to use: Score each criterion 1–5 using the key below. Average each section, multiply by its weight percentage for section points, then sum for a total out of 100. Require evidence for any 4 or 5. Any hard fail = do not shortlist.

Scoring key: 1 Poor/missing · 2 Weak · 3 Adequate · 4 Strong (multi-unit references) · 5 Excellent (proven at similar scale)

Hard disqualifiers: No path to support your primary POS in the pilot window · No multi-unit references (50+ locations or equivalent) · Cannot state who owns guest data / how consent is stored · Year-one pricing cannot be modeled with known assumptions

Companion guide: unplugdining.com/blog/multi-unit-restaurant-technology-evaluation-scorecard-2026

Recommended weights (experience layer RFP)

Section	Category	Weight
A	POS integration and kitchen accuracy	20%
B	Guest identity, loyalty, and CRM sync	15%
C	Multi-unit rollout and operator adoption	15%
D	Conversion and digital guest experience	10%
E	Lifecycle marketing and activation	10%
F	Reporting and location visibility	10%
G	Security, compliance, and data ownership	10%
H	Commercial model and TCO	10%
	Total	100%

Adjust weights for point solutions. Franchise systems: use C6–C8 as tie-breakers or reallocate ~5% from another section.

Section A: POS integration and kitchen accuracy **Weight 20%**

ID	Criterion	Evidence to request	Score 1–5	Notes
A1	Native or certified connector for your POS base	Version matrix, live location counts on your POS version		
A2	Modifier, combo, and daypart fidelity	Ticket test plan for top 20 SKUs; POS vs digital screenshots		
A3	KDS / prep-time logic	Prep times per basket; no duplicate tablets as default		
A4	Menu management with location overrides	Corporate master + location/DMA overrides without breaking sync		
A5	Incident response for ticket errors	SLA, escalation contacts, pilot rollback plan		
	Section A average (1–5)	Weight 20%. Points = avg × 20		Pts: _____

Section B: Guest identity, loyalty, and CRM sync **Weight 15%**

ID	Criterion	Evidence to request	Score 1–5	Notes
B1	Checkout enrollment (phone OTP)	Live earn-at-checkout demo; no clipboard as primary path		
B2	POS-visible earn and redeem	Rewards on register screen staff can trust		
B3	Cross-channel profile (web, app, kiosk, in-store)	Architecture diagram; phone-first match rules		
B4	Sync latency (order to profile update)	Seconds/minutes vs overnight-only		
B5	Marketplace progressive capture support	Bag QR / receipt flows; honesty on marketplace PII limits		
	Section B average (1–5)	Weight 15%. Points = avg × 15		Pts: _____

Section C: Multi-unit rollout and operator adoption **Weight 15%**

ID	Criterion	Evidence to request	Score 1–5	Notes
C1	Documented wave / pilot playbook	90-day pilot plan for 15–40 locations		
C2	Operator launch kit	Talk tracks, bag inserts, FAQ, escalation path		
C3	Training for GMs and shift leads	Curriculum, POS redemption demo, launch office hours		
C4	Field communication cadence	T-60 / T-30 / T-7 templates used before		
C5	Dedicated launch support bench	Named roles, hours, ticket SLAs; multi-unit reference		
	Section C average (1–5)	Weight 15%. Points = avg × 15		Pts: _____

Section D: Conversion and digital guest experience **Weight 10%**

ID	Criterion	Evidence to request	Score 1–5	Notes
D1	Mobile web conversion quality	Mobile benchmarks or recordings; not desktop-only		
D2	App reorder and saved favorites	Time-to-reorder demo on a real menu		
D3	Brand customization depth	Custom vs white-label skin clarity		
D4	Accessibility and performance	Load times, a11y basics, app update process		
D5	Order-ahead / drive-thru fit (if applicable)	References in drive-thru QSR formats		
	Section D average (1–5)	Weight 10%. Points = avg × 10		Pts: _____

Section E: Lifecycle marketing and activation **Weight 10%**

ID	Criterion	Evidence to request	Score 1–5	Notes
E1	Behavior-triggered SMS, email, push	Win-back and progress nudges tied to orders		
E2	Promo suppression for frequent guests	How they reduce untargeted promo waste		
E3	Corporate vs local send rights	Governance matching your org model		
E4	Included vs add-on messaging pricing	SMS/email fees in year-one model		
E5	Holdout / incrementality support	Ability to measure lift, not only sends		
	Section E average (1–5)	Weight 10%. Points = avg × 10		Pts: _____

Section F: Reporting and location visibility **Weight 10%**

ID	Criterion	Evidence to request	Score 1–5	Notes
F1	Corporate roll-ups (DMA / system)	First-party share, enrollment, conversion		
F2	Location-level operator dashboards	What GMs/franchisees see without brand-wide PII export		
F3	Channel contribution views	Marketplace vs owned reporting hooks		
F4	Data export and BI access	APIs, warehouse sync, data ownership on exit		
F5	KPI alignment in the contract	Monthly partnership review metrics		
	Section F average (1–5)	Weight 10%. Points = avg × 10		Pts: _____

Section G: Security, compliance, and data ownership **Weight 10%**

ID	Criterion	Evidence to request	Score 1–5	Notes
G1	DPA and subprocessors list	Current DPA, subprocessors, breach terms		
G2	Consent capture and versioning	Source + timestamp with consent flags		
G3	Access controls (corporate vs location)	Role-based access demo		
G4	SOC 2 or equivalent	Report or dated roadmap		
G5	Exit and data portability	How you retrieve guest/transaction data if you leave		
	Section G average (1–5)	Weight 10%. Points = avg × 10		Pts: _____

Section H: Commercial model and TCO **Weight 10%**

ID	Criterion	Evidence to request	Score 1-5	Notes
H1	Transparent year-one cost model	Setup, platform, per-location, messaging, services		
H2	Prove-then-scale options	Performance-aligned or pilot pricing vs large upfront only		
H3	Multi-year price protection	Caps, renewal terms, upsell triggers		
H4	Who funds launch marketing / kits	Included creative vs location-printed materials		
H5	Comparable multi-unit references on cost-to-value	Reference willing to discuss outcomes		
	Section H average (1-5)	Weight 10%. Points = avg × 10		Pts: _____

Franchise add-on criteria (optional)

Use when evaluating for franchise systems. Score 1–5 as tie-breakers, or fold into Section C weighting.

Section C+: Franchise-specific add-ons Weight optional

ID	Criterion	Evidence to request	Score 1–5	Notes
C6	Franchisee economics one-pager support	Marketplace vs owned contribution leave-behind		
C7	Franchise advisory / council process	Digital council or franchisee feedback loops		
C8	Co-op and local marketing guardrails	What franchisees may customize vs brand standards		
	Section C+ average (1–5)	Weight: optional		Pts: _____

Vendor score summary

Section	Weight	Avg (1–5)	Points	Hard fail? Y/N
A POS / kitchen	20%			
B Identity / loyalty	15%			
C Rollout / adoption	15%			
D UX / conversion	10%			
E Lifecycle	10%			
F Reporting	10%			
G Security / data	10%			
H Commercial / TCO	10%			
TOTAL	100%		/ 100	

Recommendation: Shortlist / Pilot / Reject _____

Pilot scope: _____ locations · _____ DMAs · _____ days

Next steps / owners: _____

RFP question checklist (paste-ready themes)

Check off when the vendor has answered in writing. Full question text lives in the companion blog.

#	Theme	Covered? Y/N	Notes
1–4	Integration: POS versions, modifiers, KDS, remodel coexistence		
5–8	Multi-unit ops: pilot/wave plan, kits, launch support, field objections		
9–12	Guest data: checkout enrollment, match rules, sync latency, ownership/exit		
13–15	Growth: lifecycle at launch, marketplace bridge, holdouts		
16–19	Commercial: TCO by location count, usage fees, prove-first path, KPIs		
20–21	References: two multi-unit calls + written directional outcomes		
22–24	Franchise-only: economics one-pager, local marketing rules, advisory process		

About unPLUG

First-party revenue infrastructure for multi-unit restaurant brands. Branded web & mobile ordering, guest data capture, lifecycle marketing, and white-glove rollout support.

Book an intro call: unplugdining.com · How it works: unplugdining.com/how-it-works · Case studies: unplugdining.com/case-studies

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