



QSRs STILL RULE THE FOODSERVICE WORLD

Visits to Quick Service Restaurants (QSRs) make up **83%** of all foodservice traffic

BUT STILL

Sales growth at QSRs is slowing

Traffic growth at QSR restaurants was flat in 2016, leaving QSR operators looking for ways to increase sales.

The QSR dining room holds untapped opportunities

In the US market, QSRs are seeing as much as

70%

of their overall business coming via the drive-thru lane

...indicating much of a restaurant's dine-in space is going

unused.

How can QSRs attract more guests to visit their restaurants?

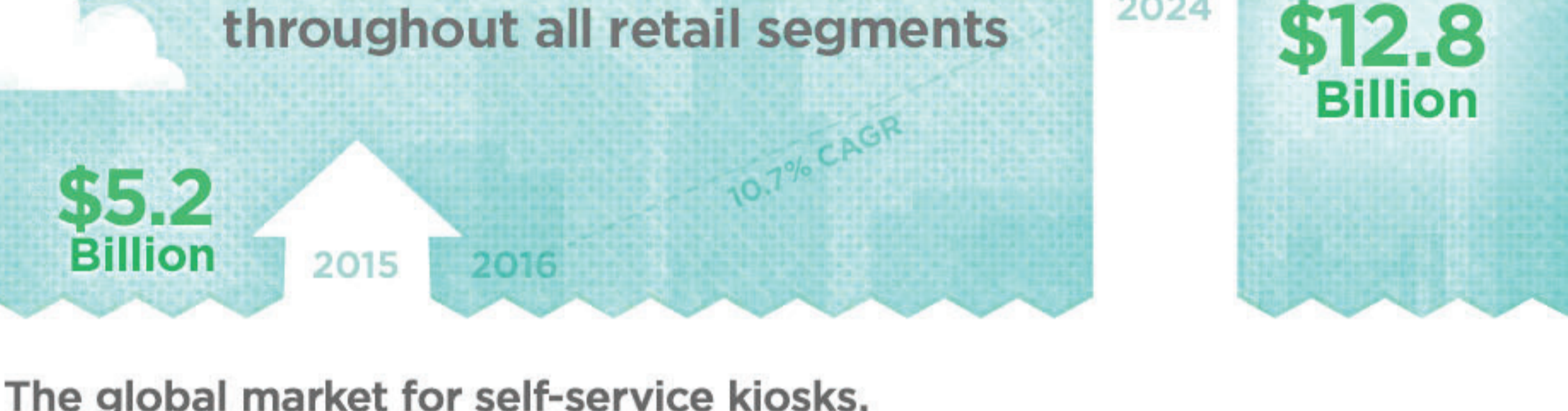
72 percent of consumers expected to be able to customize their orders, and restaurants are seeking to incorporate customer centricity into their operations.

Self-service kiosks make customization easy

but only **16%** of QSR Customers...



...used a self-service kiosk in 2016, indicating there is still a tremendous growth opportunity for "connected commerce."



The global market for self-service kiosks, excluding ATMs and vending solutions, totaled \$5.2 billion in 2015. It is expected to expand at a 10.7 percent compound annual growth rate between 2016 and 2024, rising to a valuation of \$12.8 billion.

But many QSRs haven't got on the bandwagon.

Business results give evidence why QSRs do the right thing when investing in self-service kiosks:

Customers spend more when using self-service kiosks

Industry experts say the average check for orders placed at a kiosk is

15-20% higher than orders at traditional checkout systems.

Kiosks never forget to upsell.

Self-service kiosks can help improve the customer experience

64%



of companies rate providing a great customer experience as the best tactic for improving customer lifetime value.

Kiosks also help improve the ordering process

37%

37 percent of restaurant operators consider the customer ordering process to be the most important area of development in the next 5 years.

This is a technology customers are looking for



42 percent of diners would use self-service ordering kiosks if available

With those figures and the accompanying increase in check average,

Why isn't every operator using a self-service kiosk?

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