FACT

when s

for the

'OR IS MENU

selecting a restaurant

first time...

…guests want the

CUSTOMIZE

THEIR ORDE

ability to

RS

+6%

Frequer
of visi

+~20%

Average
spend / visit

With

TE

TO

ncy

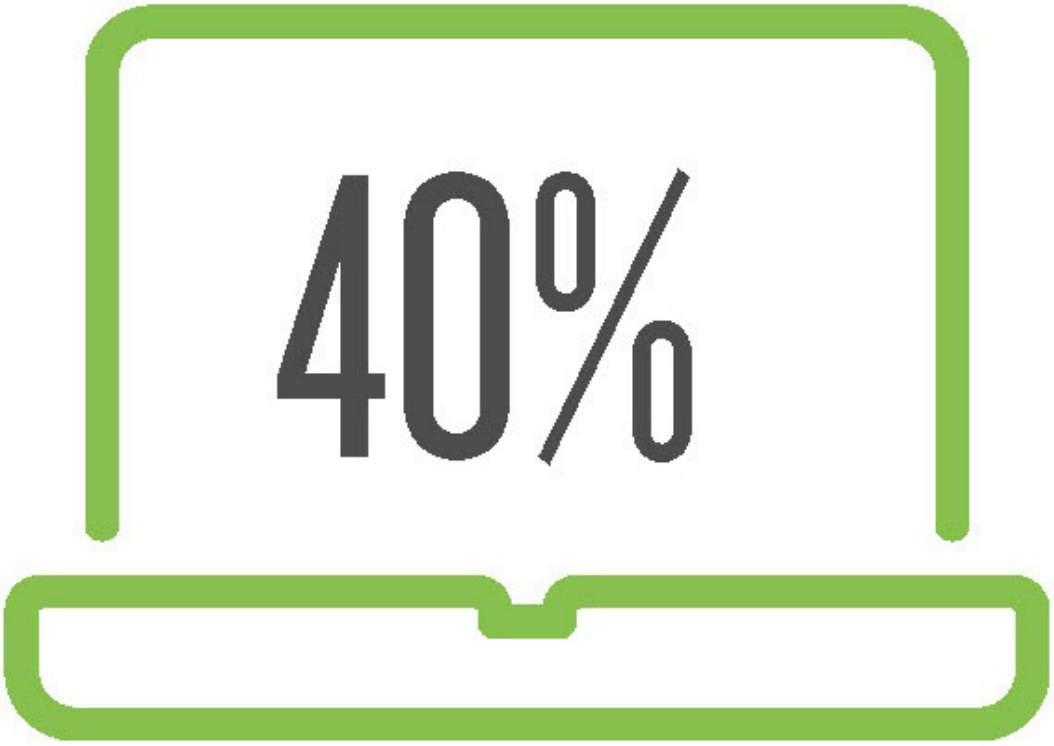
it

ıin a QSR, when

CHNOLOGY IS US

PLACE ORDER...

SED



26% QSR

Prefer to

ORDER ONLINE

and when they do,

spend **increases**

13% casual &
fast casual

Guests w

PAY B

'ant to

Y PHONE

48%

Drive throug

Respon

PAYM

dents want

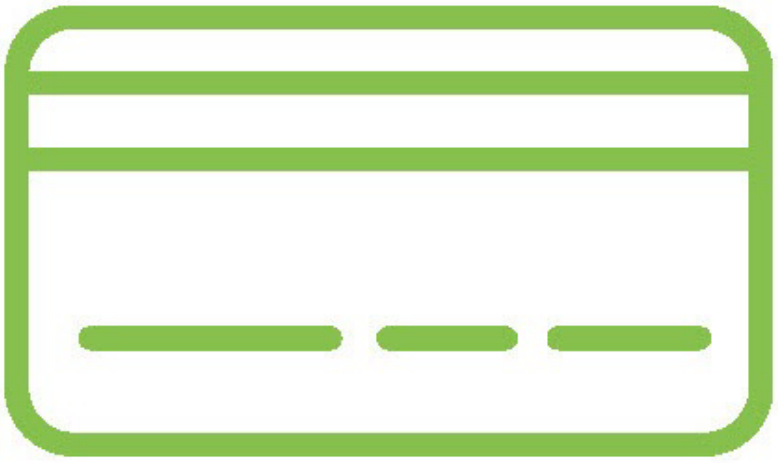
MENT FLEXIBILIT

(e.g. splitting che

Y

ck)

87%



of resp

FEW

LOY

pondents belong to

VER THAN 3

ALTY PROGRAM

46%

Take-out

31%

5

Drive

84

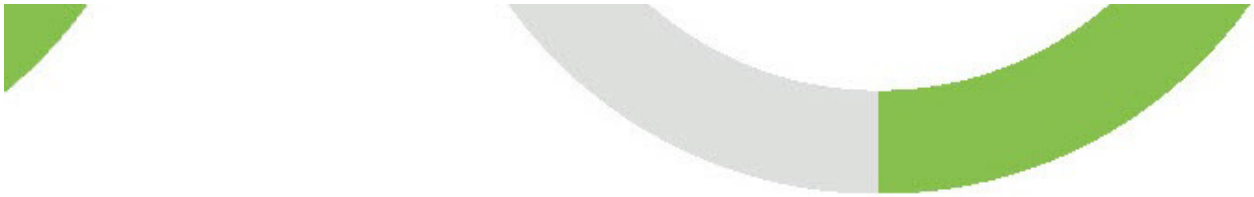
3%

through

54%

Take-out

1%



50%

In-restaurant

Loyalty members wa

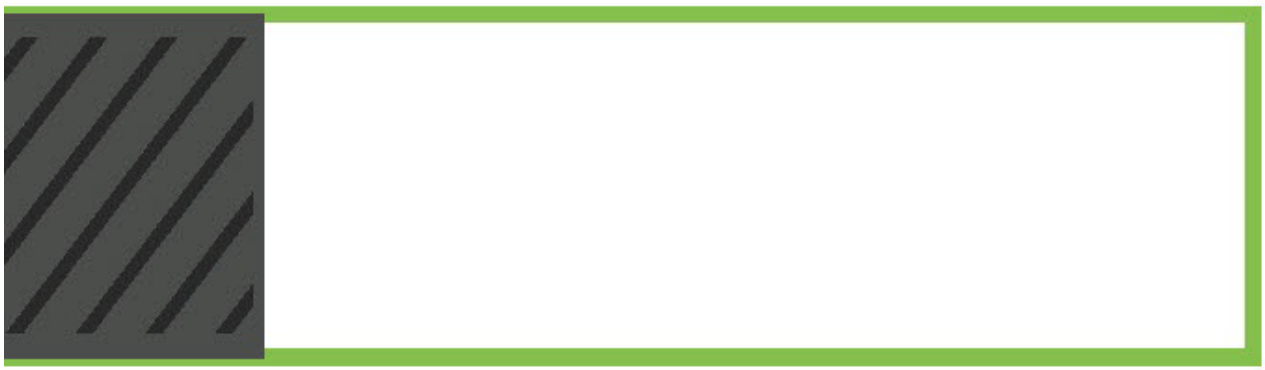
Discounts

Engagement

ant:

5

rewards



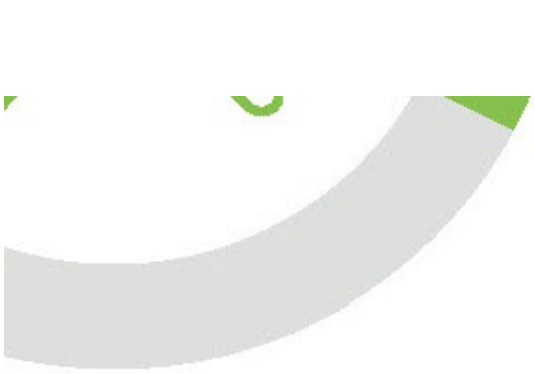
4

1%

4%

50%

USER



In-restauran

of those who
do, want to

ESTAURANT APP

t

)

return i

RESP

DIRE

to their

if restaurant

PONDS

CTLY

feedback

Tracking **loyalty points** is

A KEY FEATURE

users want on a

restaurant app

S