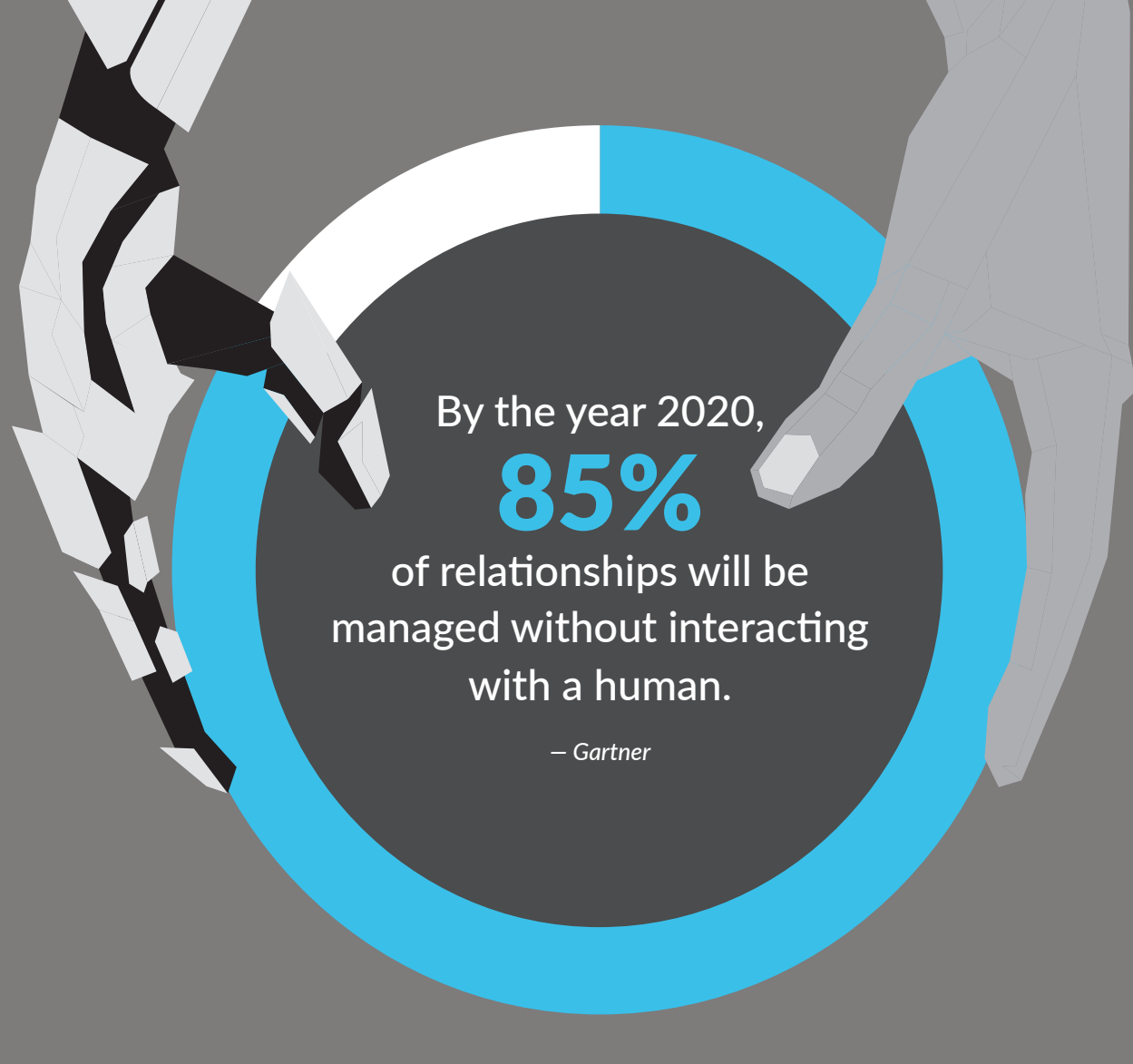


# Guests Put Premium on Ultra-Convenience at POS

Customers place the desire for intuitive, frictionless experiences above the need for human interaction, putting high-demand on digital ordering options



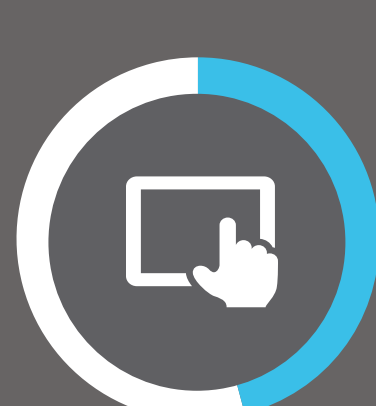
## 2019 POS Upgrades: Restaurants Bet On Digital Tech



**36%**  
Increase in  
Kiosk Rollouts



**58%**  
will add  
Mobile POS



**46%**  
will add  
Online Ordering



More than half  
**(53%)** of  
operators will add  
**mobile payment.**



By 2025,  
**digital transactions**  
will account for  
**\$30 billion** of all  
restaurant sales.



**60%** of customers are **willing to pay more** at  
restaurants if technology they deem important is available.

## The Tech Guests Want



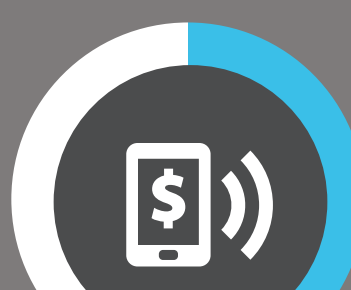
**60%**  
of guests say they  
prefer self-service tools.



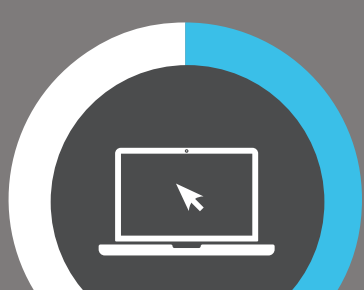
**65%**  
of guests use a  
kiosk when available.



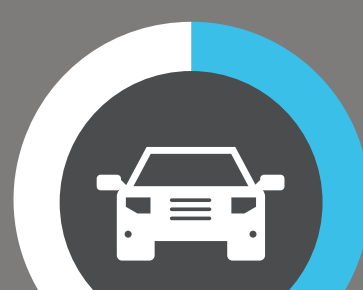
**54%**  
of guests want to  
order from mobile  
devices.



**50%**  
of guests want  
to use mobile  
payments.



**40%**  
of frequent  
diners prefer  
to order online.

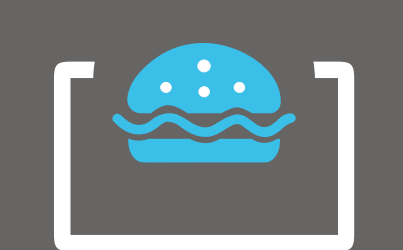


**61%**  
of guests say easy online  
ordering drives them to  
select a restaurant.



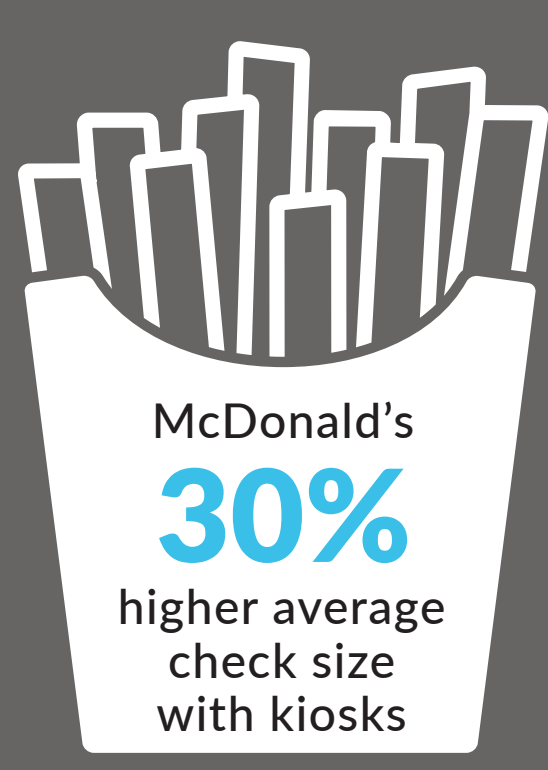
## The Tech Restaurants Need

Half of customers say they would **spend up to 4x the average amount** if they could use order ahead technologies.



Guests **spend 26% more per online order** at quick service restaurants (QSRs).

If technology is offered for ordering, customers return **6% more often and spend 20% more** each time.



SOURCES: Deloitte, BRP Consulting, Omnicore, Hospitality Technology's 2019 POS Software Trend Report, HT's 2018 Customer Engagement Technology Study



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