Diners are Demanding

Speedy service is just one measure of success for restaurant operators. Service must be personal and friendly. Orders must be accurate and correctly priced. Presentation must be appetizing. And the food must be just the right temperature and taste. If it isn’t, there’s a competitor around the corner ready to deliver. To keep pace, savvy operators are embracing technology to heighten the guest experience, accelerate service delivery and enhance operational efficiency.

Mobile Technology is Changing the Game

70% of guests want to use technology to speed up getting what they want.

80% of restaurant operators agree technology helps increase sales, makes their restaurant more productive and provides a competitive advantage.

QSR and Fast-Casual Operators are Shifting to Digital

Accelerates Service Delivery

32% of restaurants currently accept mobile payments.

Drives Loyalty

80% of diners reported they were more likely to frequent a restaurant if they are part of its loyalty program.

Ensures Food Safety

85% of operators say IoT (connected, smart devices) has the greatest potential to facilitate food safety.

Informs Consumers

64% of Americans want nutrition information labels on food sold in restaurants.

Optimizes Operations

95% of the predictable physical work of food preparation and serving tasks have the potential for automation.

In the Dining Room, the Kitchen and the Back Room

Technology is helping QSRs and fast-casual operators optimize service, speed, food quality and safety.

For more information about how Zebra can help you transform your operations and delight guests with convenient personalized experiences, visit www.zebra.com/hospitality