

Tillster Self-Service Kiosk Index

Why QSR and Fast Casual Restaurants Should Let
Customers Take Ordering into Their Own Hands

Background

No one wants to wait in long lines. When customers are hungry and time-crunched, lines at their favorite Fast Casual and QSR Restaurants might drive them out the door.

Luckily, self-service technologies - such as kiosks - can help solve this issue. And, these options benefit everyone: Restaurants can improve speed of service and maximize operational efficiency, while customers experience reduced wait times and can spend more time enjoying their food.

For the second year in a row, Tillster partnered with research firm SSI to study how self-service ordering kiosks impact guest behavior. The Tillster Self-Service Kiosk Index summarizes the proprietary study's key findings to aid restaurants in crafting their digital ordering strategies.

Customer Ordering Habits with Self-Service Kiosks



Kiosk usage is expected to **grow** in the next 12 months



Last year, **31%** of QSR customers reported using a self-service kiosk



Looking ahead, **54%** of customers plan to place an order with a self-service kiosk within the next year

Self-Service Kiosks Can Lead to More Customer Visits

In the last 3 months, only **18%** of customers surveyed have used a self-service ordering kiosk. However, **60%** say they would visit more often if self-service kiosks were offered.

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Long Lines Drive Customers Away

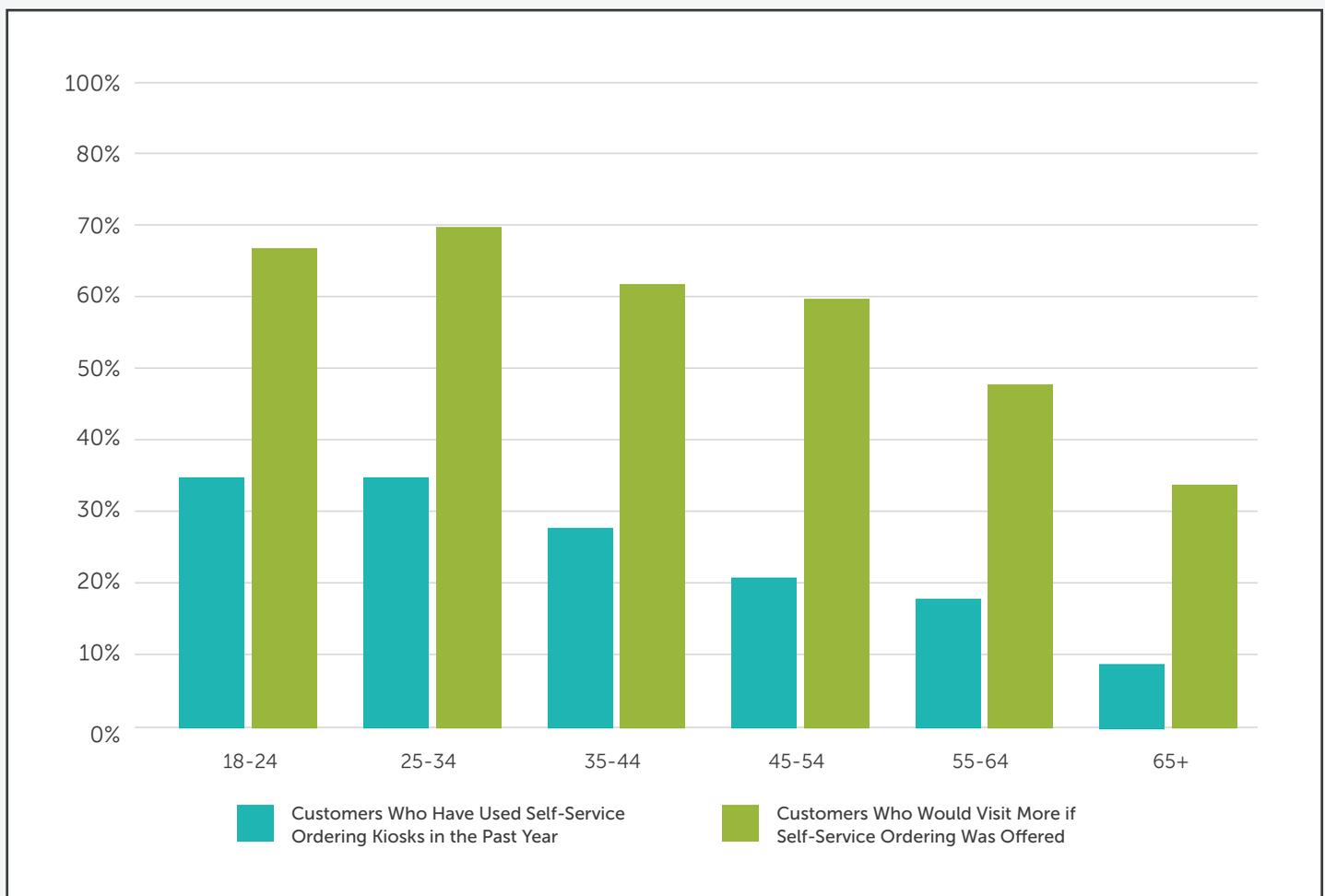
QSR establishments risk losing customers at alarming rates based on line lengths and wait times, especially if lines at the cashier are longer than 5 people. However, self-service kiosks can help save customers from walking out.



Customers of All Ages Want Self-Service Ordering Kiosks

It might be no surprise that tech-savvy millennials want to use these cutting-edge technologies, but Tillster's research shows that all age groups would turn to digital channels to upgrade their experience in both QSR and Fast Casual establishments.

Although not many customers have used self-service options in the past few months - likely because they aren't offered everywhere - most customers would visit restaurants more if self-service kiosks were offered. While younger generations lead the pack for self-service demand, older age groups aren't far behind them.



Long lines will drive customers out the door, but the use of self-service kiosks allow restaurants to accelerate the ordering and check-out process, especially during busy times. The use of self-service ordering kiosks has also proven to increase average check size and improve speed of service in markets that Tillster powers. For 15+ years, Tillster has offered the industry's most robust ordering solutions. To learn how Tillster can help your restaurant with self-service kiosks, visit Tillster.com.