

ENHANCING THE DIGITAL DINING EXPERIENCE WITH KIOSKS

While consumers are accustomed to a rapidly evolving technological presence, their appetite for restaurant industry adoption must follow suit. With this in mind, **Hathway** and **Kiosk Information Systems** partnered to generate a survey to better understand consumer attitudes and behaviors towards self-service kiosks in the QSR marketplace.

78% OF PEOPLE

say they value **diverse ordering options**

30% MORE

Our industry study discovered that fast-food guests **spend 30% more** when ordering via self-service kiosks.

Results show that kiosks deliver massive results for restaurants as part of a more expansive digital ecosystem & consumer experience strategy.

AOV+
30%

75% OF GUESTS

under the age of 30 reported having **used kiosk ordering systems recently**

75% of customers, who have recently placed an online order, still report ordering in-person occasionally.

60% of people under the age of 45 prefer **kiosk-first** ordering options.

45% of guests under the age of 45 believe it is **easier to customize an order** through a kiosk than a cashier.

Users who have ordered online are **2X AS LIKELY TO CHOOSE A KIOSK** when ordering in-store and are very interested in **accessing their rewards account** from the kiosk.

62%

of people would leave after seeing a 7-person wait.

78% reported that they would leave after seeing a ten-person wait.

Consumers have an increasing expectation for brands to create fluid and streamlined experiences. This demand is driving tech-savvy brands to incorporate solutions into their digital ecosystems to increase **order-value, convenience, and accessibility**. The benefits of kiosk technology solutions make it no mystery why top-tier brands are incorporating self-service into their everyday customer experience solutions.

For full study results or to learn how Hathway (a digital growth agency) and Kiosk Information Systems can help with your self-service kiosk solution, please contact us at Hathway-KIS@kiosk.com.