

# How Self-Service Solutions Can Drive QSR Gains Through Improved Customer Experience

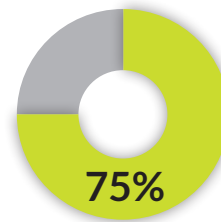
As the restaurant industry continues to integrate technology to improve guests' experience, marketers and technologists are recognizing the role self-service kiosks play in digital transformation. Driven by consumer demand for faster and more convenient ordering options, restaurants of all sizes are incorporating self-service kiosks into their units. Restaurant digital consultancy, Hathway, and leading kiosk manufacturer, KIOSK Information Systems, partnered on an industry survey to better understand consumer attitudes and behaviors towards self-service kiosks in the market today. Results showed that kiosks can deliver massive results for restaurants as part of a broader digital ecosystem and consumer experience strategy if the right factors are considered.

## Study Highlights

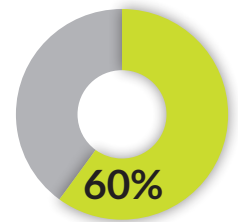
Consumers today have heightened expectations for digital experiences. 78% say it is important that restaurants offer multiple ways for them to order their food, over half have recently ordered from a kiosk, and 40% actually prefer ordering from a kiosk over a cashier. These numbers skew higher for younger guests, with 75% of consumers under 30 having recently ordered from a kiosk and a colossal **60% of consumers under 45 preferring the self-service experience over ordering from a cashier.**

Throw a line of guests at the cashier into the equation and the desire for a self-service kiosk continues to climb. In fact, a long line at the cashier is the primary motivation for consumer preferences towards kiosks. **Nearly 60% of those under the age of 45 would choose a self-service kiosk when the line at the cashier was too long,** with reduced pressure coming closely behind as a key motivator. In fact, 1-in-3 would order from a self-service kiosk (if available) simply when they are not in the mood to speak with another human. Social anxiety aside, it is clearly speed, convenience and ease of use that is pushing consumers towards digital ordering.

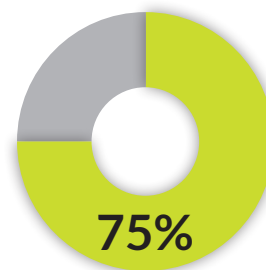
In addition to the desire to fit more into their busy lives, consumers expect unlimited flexibility in their orders—prioritizing customizations, ingredient



Most consumers under 30 have ordered from a kiosk recently



Over half of consumers under 45 prefer ordering from a kiosk over a cashier



75% of guests who have ordered online still order inside at least occasionally



modifiers and substitutions. For many, customizing ingredients in their order is easier on a kiosk than with a cashier. In fact, **45% of those under the age of 45 believe it is easier to customize an order through a kiosk than a cashier.**

The study also confirms past research that showed that line size and perceived speed are key drivers of in-store attrition that can be averted by kiosks. Somewhere between a 5-person and 7-person line the majority of guest exit to look elsewhere for their meal. Of those surveyed, **62% of people would leave after seeing a 7-person wait.** At 10 people, an overwhelming 78% would walk out the door. With the vision of a long line fresh in their minds, that they might not make it back.

## Omnichannel Strategy

While some brands may consider that online and app-based ordering are enough for users, the data shows that **75% of guests who have ordered online recently still order in store at least some of the time** (50% order online and in-store about as often, and 25% have switched back to primarily ordering in-store). Further, **users who have ordered online are about twice as likely to choose a kiosk** when ordering in-store and from there, users are significantly more interested in accessing their rewards account via the kiosk. The lesson here is that brands that want to excel in digital need an omnichannel digital ordering and loyalty strategy across apps, websites, and in-store kiosks to address various consumer need states and personas, with kiosks being a complement to help capture additional value and winback lapsed online ordering customers.



## Kiosks Drive Revenue Growth Across the Industry

Whether they are in testing or committing to systemwide rollouts, major restaurant brands such as McDonald's, Subway, Taco Bell, Shake Shack, and Panera are a testament to the long-term viability of kiosks. Initial focus was on operational efficiencies like labor savings, faster wait times, and higher satisfaction score. But more and more, the data is showing that the main value in kiosks is increasing sales. A McDonald's study found that **when guests created their own orders, they spend 30% more** (with Taco Bell seeing 20% increases). That's because when prompted to add on extra condiments or drinks, people are more likely to do so on a screen (validated by the study data that ease of customization and reduced pressure are key benefits of using a kiosk), not to mention the kiosk being a smarter salesperson when it comes to **data-driven personalized upsells**. With higher average order value and better customer satisfaction scores that lead to increased purchase frequency, lifetime value gets a double boost.

## An Open Door

With more availability in the market, consumers are learning new behaviors and adopting kiosks as an ordering option. As larger restaurants put tens of thousands of kiosks in their units across the country they are paving the way for fast-followers to reap the benefits of practiced consumers and pre-validated technology solutions that can be deployed at a lower cost with reduced risk. For all of these reasons, it is no mystery why a growing number of restaurant brands are exploring how kiosks fit into their digital ecosystem and guest experience.



+30%

A McDonald's study found that when guests create their own orders, they spend 30% more



+62%

Increase in people leaving a restaurant with 7 people in line

For questions or to learn how Hathway and KIOSK Information Systems can help with your self-service kiosk solution, please contact us at [Hathway-KIS@kiosk.com](mailto:Hathway-KIS@kiosk.com).

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