

# Welcome to the new ordering and payment reality.

Deliver out-of-this-world service in a world of many channels.



## A new world of transactions has formed, and it's the furthest thing from transactional.

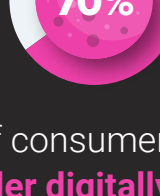
The traditional point of sale has evolved from a restaurant's singular touchpoint to one spoke in a world of many channels. From mobile, to drive thru, self-service, and tableside—today's customers demand options on more than the menu. New payment models have unlocked transformative possibilities for restaurants—provided that they can adapt.

In this infographic, we'll journey through the new payment universe, examining the preferences, causes, and impacts of the omni-channel reality. Buckle up, and don't look down.

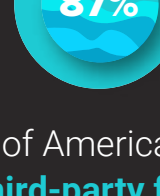
## The preferences

The empowered customer is here to stay. Here's what they want.

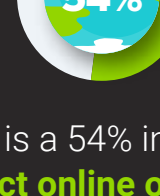
What began as pandemic-induced shutdowns has evolved into a world of new touchpoints and endless possibilities in the name of convenience, customization, and control. Self-service kiosks are just the beginning.



70% of consumers prefer to order digitally rather than ordering in person.<sup>1</sup>



87% of Americans say third-party food delivery services make their lives easier.<sup>2</sup>



There is a 54% increase in direct online ordering volume every year.<sup>3</sup>

Research indicates that ordering techniques like self-service are preferred by many consumers, improving customer satisfaction and even prompting an uptick in spending.

## The causes

We're lightyears from where we started. Here's how we got here.

The formation of a new ordering and payments universe was prompted and accelerated by several factors, including generational customer preferences, societal changes, and the rise of high-powered personal devices. The pandemic had its impact, but it isn't solely responsible.

### Generational changes

Young consumers favor self-ordering technology.

36% of young consumers will order their restaurant meals via app or website before even arriving at the store.<sup>4</sup>

1 in 2 customers would like more kiosks.  
1 in 5 millennials do not like interacting with cashiers at checkout.<sup>5</sup>



### Pandemic eating habits

COVID-19 forced in-person dining closures, giving root to new habits.

117% increase in digital ordering from February 2020 through February 2022.<sup>6</sup>

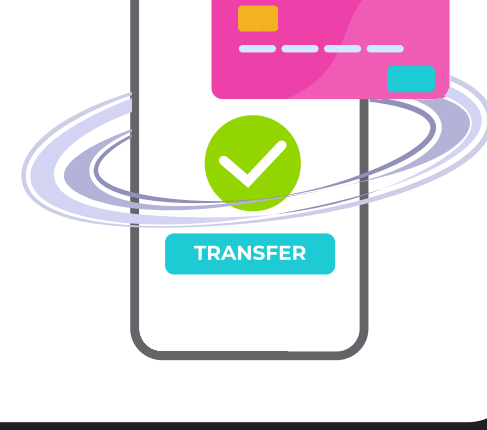
44% increase in online ordering since before the pandemic.  
25% additional increase expected by 2025.<sup>7</sup>

### Commoditization of mobile technology

Powerful technology has made its way into the hands of consumers.

In 2011, only 35% of Americans owned a smartphone. This number has increased to 85%, with 97% of Americans owning a smartphone.<sup>11</sup>

76% of consumers and 84% of associates expect the retail environment to be just as technologically advanced as their everyday lives.<sup>12</sup>



### Rising customer expectations

Mobile technology has increased expectations on all fronts.

**Immediacy:** Most restaurant customers don't want to wait more than 5 minutes for their order.<sup>13</sup>

**Accuracy:** Just over 77% (77.1%) of diners said they received the correct order when dining outside the restaurant.<sup>14</sup>

**Customization:** 72% of customers expect to be able to customize their orders.<sup>15</sup>

## The effects

Life as a restaurant will never be the same. Here's how you can adapt.

**Front of house** has been revolutionized by self-service interactions, many of which take place outside the restaurant's four walls. These interactions impact requirements for customers and front of house crew alike.

#### Customers require:

- Self-service options, in restaurant and from afar
- Built-in loyalty programs and personalized offers
- Greater transparency around ingredients and nutritional information

#### Front of house crews require:

- Cross-training for new hybrid front and back of house roles
- Expanded knowledge in customer experience and user support
- New responsibilities in front of house cleanliness and maintenance

**Back of house** has seen an uptick in complexity due to an influx of orders across different channels. This complexity affects kitchen crew, who are tasked with prioritizing and fulfilling orders, and business owners, who are tasked with optimizing operations.

#### Kitchen crews require:

- Stronger solutions for order management and prioritization
- Clarity around order fulfillment, especially amid increased customizations
- More flexible and scalable workflows for shifting demand patterns

#### Business owners require:

- Full visibility into demand across channels
- Data-driven inventory management solutions
- Strong integration across technologies and systems

## The partners

The right partners can help you navigate the new frontier with confidence.

The right technologies are critical to thriving in the new ordering and payment reality, but the right partners are just as critical. ReSource Point of Sale and Zebra Technologies provide the best-in-class solutions and full lifecycle services restaurants need to serve and satisfy their clients across channels and reach new levels of efficiency and profitability along the way.

### Full lifecycle services to supercharge business growth.

**Solution Design:** Expert-led consultation to help you determine the right technologies, ideal workflow, business goals, and optimal staging and configuration.

**Install and Integration:** Customized implementation and rollout plans to ensure seamless integration of your new solutions into daily operations.

**Training and Support:** Hands-on support from a 24/7 helpdesk to quickly provide answers and support where and when it is needed.

**Customer Success:** Long-term partnership to help you get the most out of your technology investments, and evolve your approach over time.

### High-powered solutions to fuel connected experiences and operations.

**Food Labeling System:** Turnkey solution that assists with FDA compliance, brand awareness, and informed decision making for orders.

**Inventory Management System:** Real-time data with automated tracking to reduce food waste and adapt to demand.

**Digitized Scanner:** A scanning solution that fits anywhere, scans anything, and provides 50% faster checkout times.

**Enterprise Grade Tablets:** Usability-first tablets that accelerate order taking and enable drive thru line busting.

**Mobile Ordering and POS:** Fully integrated mobile solutions that power productivity, increase sales, reduce errors, and improve customer satisfaction.

## Take the journey with ReSource Point of Sale and Zebra.

Contact us today and discover what's possible with the right technology partnership.

Prepare for Takeoff

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