



Thriving in the Era of Digital Commerce

# It's Got to be More, More, More than Fast, Fast, Fast

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.

## Diners are Demanding



SELECTIONS

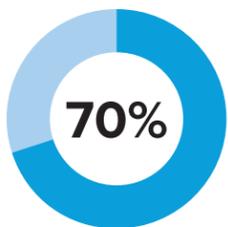
- 1 Healthy ingredients
- 2 Flexible offerings
- 3 Upscale beverages
- 4 High value

- Fast 1
- Friendly 2
- Personalized 3
- Online ordering / delivery 4

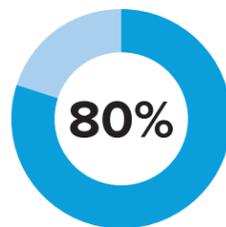
SERVICE



## Mobile Technology is Changing the Game



70% of guests want to use technology to speed up getting what they want<sup>1</sup>



80% of restaurant operators agree technology helps increase sales, makes their restaurant more productive and provides a competitive advantage<sup>2</sup>

## QSR and Fast-Casual Operators are Shifting to Digital

### Accelerates Service Delivery



32%

of restaurants currently accept mobile payments<sup>3</sup>

### Increases Inventory Visibility



40%

of restaurants take regular inventory<sup>4</sup>

### Informs Consumers



64%

of Americans want nutrition information labels on food sold in restaurants<sup>5</sup>

### Drives Loyalty



80%

of diners reported they were more likely to frequent a restaurant if they are part of its loyalty program<sup>6</sup>

### Ensures Food Safety



85%

of operators say IoT (connected, smart devices) has the greatest potential to facilitate food safety<sup>7</sup>

### Optimizes Operations



95%

of the predictable physical work of food preparation and serving tasks have the potential for automation<sup>8</sup>

## 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



Scanners



Mobile Computers, Tablets



Printers



Supplies

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

<sup>1</sup>Zebra Technologies, High Tech for High Touch: 2016 Hospitality Vision Study; <sup>2</sup>National Restaurant Association, Competitive Edge; <sup>3</sup>National Restaurant Association, Mapping the Technology Landscape; <sup>4</sup>Orderly, The 2018 Complete Guide to Restaurant Inventory; <sup>5</sup>Reuters/Ipsos, Food Dive: Poll: Consumers Appreciate Transparency of Nutrition Labels; <sup>6</sup>National Restaurant Association, Big Data and Restaurants: Something to Chew On; <sup>7</sup>Hospitality Technology Magazine, 2018 Restaurant Technology Study, Insight Enabled Innovation; <sup>8</sup>McKinsey Global Institute, Where machines could replace humans – and where they can't (yet)

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