

Technology in Restaurants - US - March 2014

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"Technology continues to rapidly increase and the majority of the population use smartphones. However, the majority of consumers either do not use tech in restaurants or have maintained similar usage since last year. Since the use of technology by consumers at restaurants is a developing opportunity, these rates are likely to increase over time, especially as Millennials gain spending power."
- Bethany Wall, Foodservice Analyst

This report looks at the following areas:

- How to reach consumers most effectively?
- How can operators encourage repeat business?
- Will tech be an effective way to gain efficiencies?
- How to encourage consumers to dine-in?

Providing an optimal dining-out experience means different things to different consumers. To be successful in creating a good experience, restaurants must understand what their target customer groups are looking for and match their offerings accordingly.

Consumers are busier and desire a convenient and efficient dining experience. This has caused consumers to seek faster and faster service, often opting for limited-service restaurants and are using out of store ordering options like to-go, drive-thru and delivery. Restaurants must keep up with new technologies to stay even with their competition, including offering online and mobile ordering and payment options, online brand interaction, mobile loyalty programs and using push marketing methods.

With Americans' on-the-go lifestyle, many restaurant dining rooms are empty. Operators must grapple with how to lure consumers into restaurants for higher check averages. It is all about finding the right balance of technology and service, as well as finding ways to allow both to exist in the same space. The dining experience shouldn't be rushed; however, maximum convenience and a unique experience will help drive traffic. Offering technology as an opt-in choice gives consumers power to control their experience, while not alienating those that wish for a more traditional experience.

This is a new 2014 report title centering on technology trends in the foodservice space. However, this report does build on the analysis in Mintel's Dining Out Experience—US, April 2013, which explored both technology and ambience. This report covers both full-service and limited-service restaurants and focuses on how restaurants are utilizing technology to create operational efficiencies and marketing, as well as how consumers have adopted new technologies in terms of attitudes and behaviors.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Trend: Influential

Trend: Secret, Secret

Mintel futures: East Meets West

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Consumer Data – By Region

Key points

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