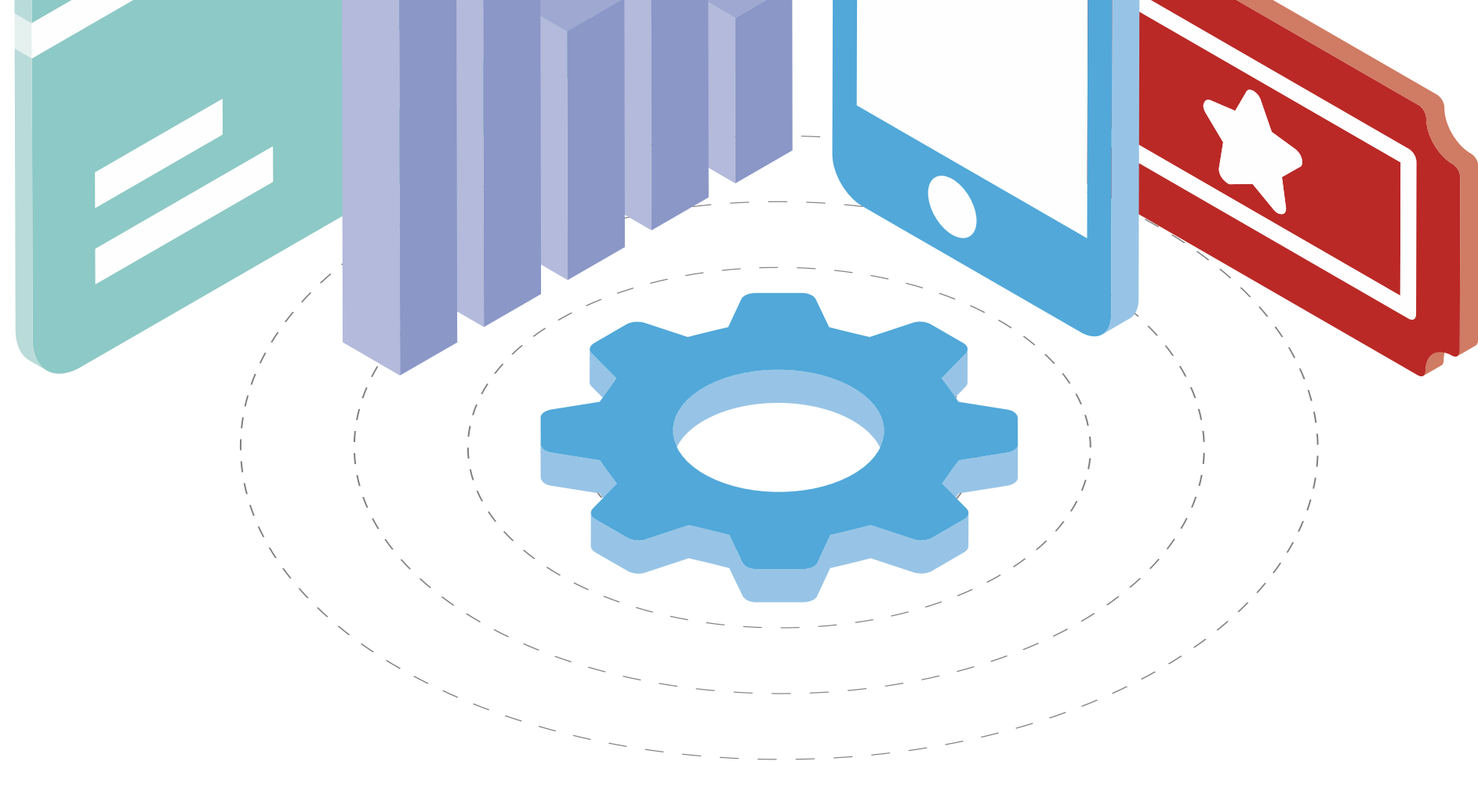


ROI

of

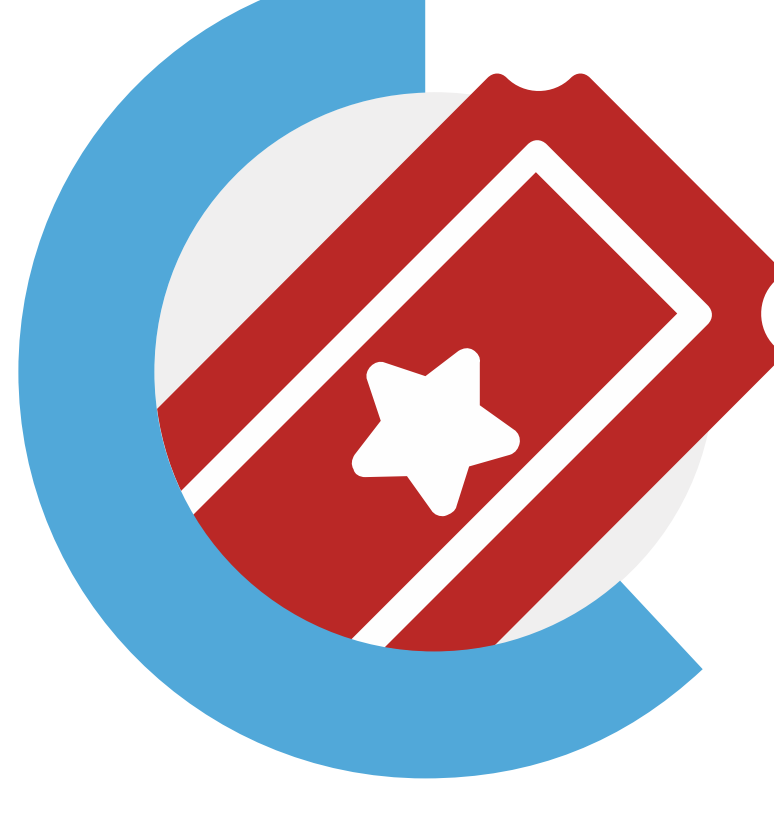
In-Store Engagement

Guests drive demand for hyper-convenience and customization.



In-Store & Digital Touchpoints

Guests seek more convenience & connections.



62%

want to receive and redeem coupon promotions via mobile device.

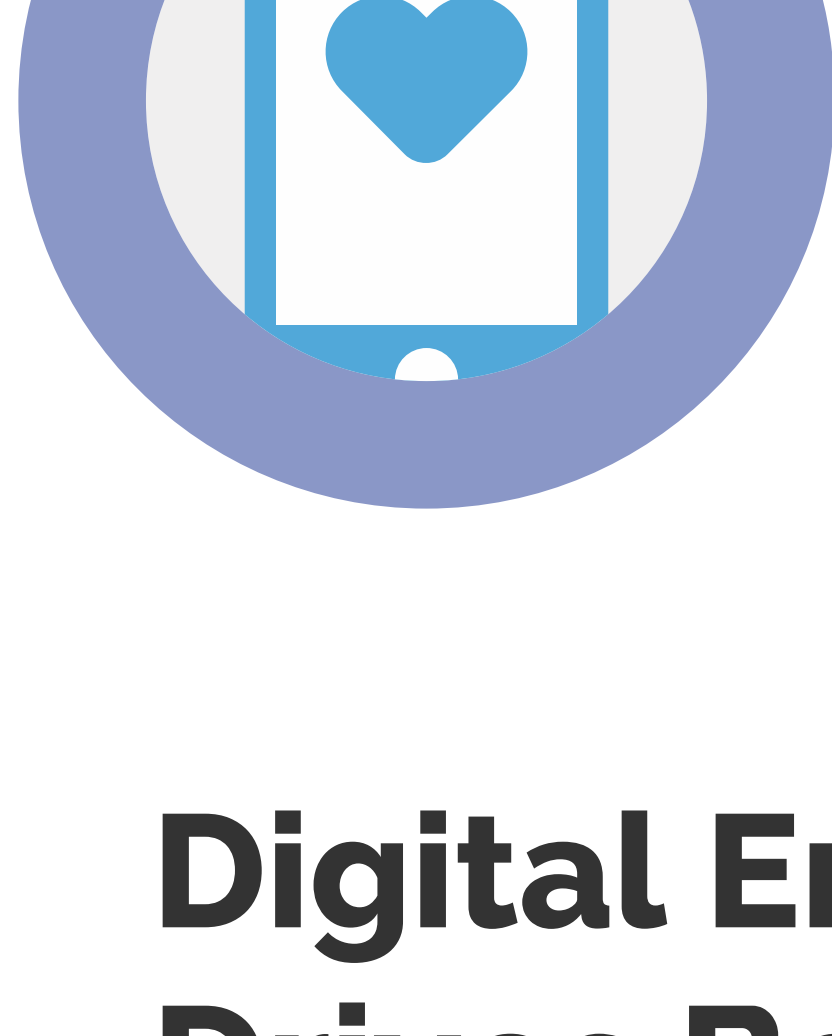
92%

will redeem rewards via an in-store solution.



85%

prefer to enter a phone number for loyalty programs versus using an app in-store.



Digital Engagement Drives Bottom Line

Potential diners are more likely to choose a restaurant if...



43%

mobile apps have a variety of features.

★ PRO TIP

Don't leave loyalty to a mobile app — increase loyalty signups by engaging customers with displays at the POS!

41%

mobile payments accepted.



40%

can place orders via tableside tech.



39%

receive personalized communication based on purchase history.



★ PRO TIP

Leveraging sales data to appropriately market and push offers to guests yields ROI!

60%

of diners will **spend more** at restaurants that provide **tech interactions** that they deem important.

