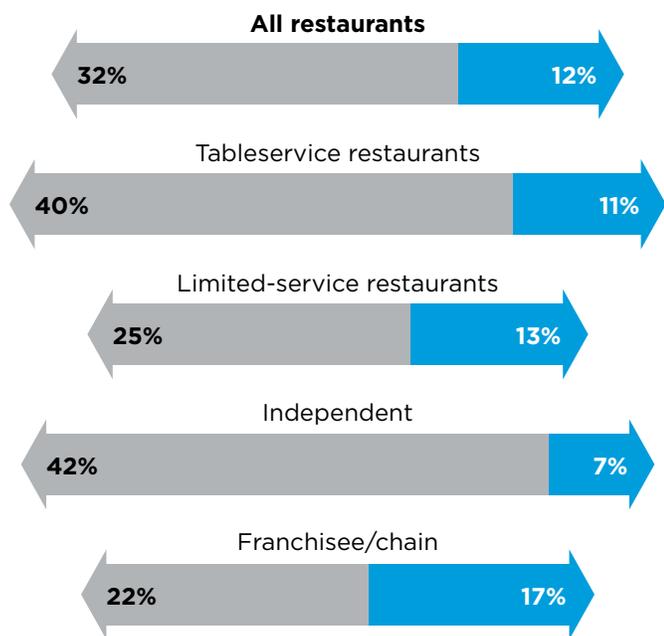# MAPPING THE RESTAURANT TECHNOLOGY LANDSCAPE IN 2016

There is no doubt technology is becoming the new normal in some restaurants, though it's more a marathon than a sprint when it comes to implementation. More restaurant operators consider their operations lagging in technology use than those who say they're leading edge, but the gap may be narrowing as a quarter will devote more resources to technology this year.

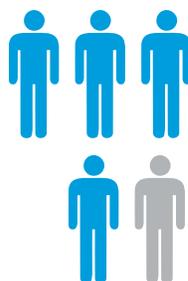## RESTAURANT TECHNOLOGY SURVEY 2016

NATIONAL
RESTAURANT
ASSOCIATION

Sponsored by: AMERICAN EXPRESS

LAGGING vs. LEADING

Restaurant operators who consider the technology in their restaurant **lagging** vs. **leading** edge:

All restaurants

32% | 12%

Tableservice restaurants

40% | 11%

Limited-service restaurants

25% | 13%

Independent

42% | 7%

Franchisee/chain

22% | 17%

Restaurant operators who say the following are **barriers** to adding customer-facing technology:

|	
Cost of implementation	**63%**
Lack of infrastructure	**50%**
Service and repair	**49%**
Per transaction/usage costs	**49%**
Customer acceptance	**48%**
Staff training	**44%**

COMPETITIVE EDGE

Four in five restaurant operators agree that...

✓ Technology helps **increase sales**.

✓ Technology makes their restaurant **more productive**.

✓ Use of technology in a restaurant provides a **competitive advantage**.

POS SYSTEMS

81% of restaurant operators say their restaurant uses a POS or electronic cash register system.

78%	83%	69%	94%
Tableservice restaurants	Limited-service restaurants	Independent	Franchisee/chain
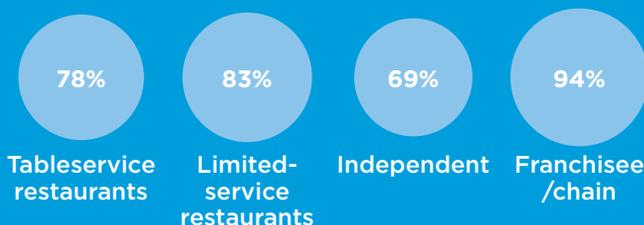
More than half of systems feature card processing, labor management, inventory management and accounting tools.

WEBSITES ▼ ↻

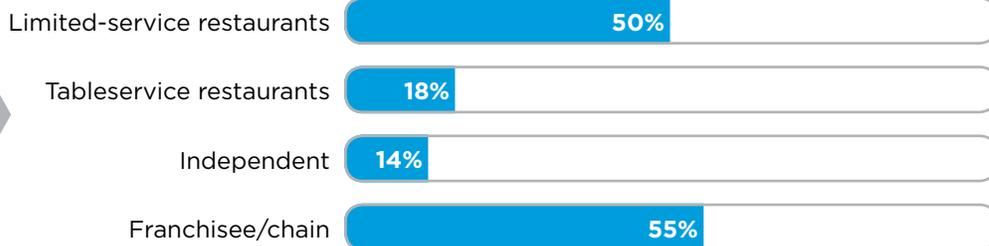**Four in five** restaurants have a website

83% of websites are mobile friendly.

SMARTPHONE APPS

1/3
Restaurants that have a smartphone app

Limited-service restaurants	50%
Tableservice restaurants	18%
Independent	14%
Franchisee/chain	55%

More than half of apps feature:

Menus | Maps/directions | Loyalty program | Payment options | Ordering | Nutrition information

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TODAY'S TECH

Restaurants that currently offer the following:

	Tableservice	Limited-service
Wi-Fi for guests	71%	64%
Touch-screen ordering kiosks	N/A	42%
Online ordering	25%	49%
Mobile payment	15%	49%
Online reservations	25%	N/A
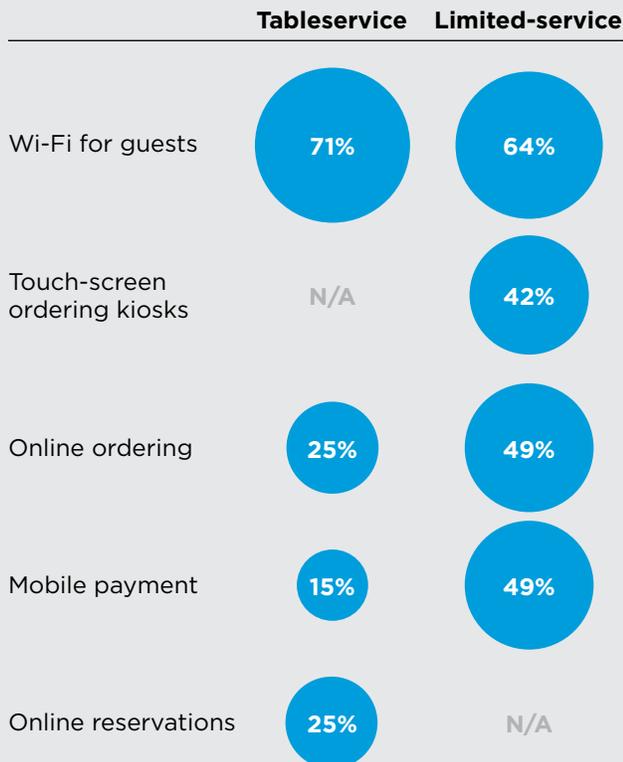
LEADING-EDGE TECH

Restaurant operators who say they would implement the following technologies if they were available:

Predictive ordering	53%
Automatic menu-price adjustment based on demand	36%
Drone food delivery off-premises	16%
Automatic food preparation system	13%
Automated onsite drink or food delivery	9%
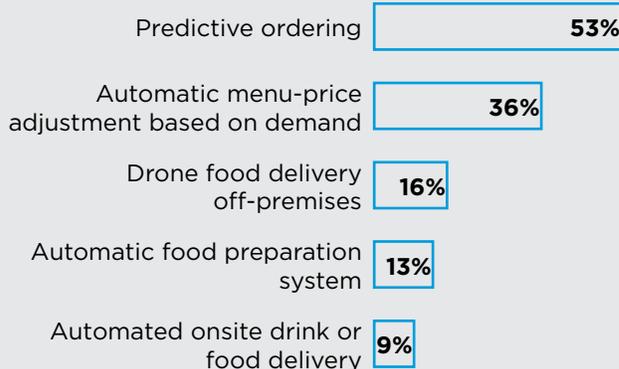
TOMORROW'S TECH

Restaurant operators who consider these the most important areas of development for restaurant technology over the next 5 years:

37%	25%	25%	8%
Customer ordering	Loyalty programs	Payment options	Robotics & automation
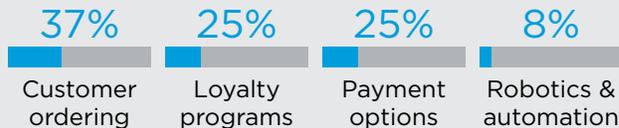
Restaurant.org/TechnologyTrends