Restaurants & QSRs Series: Challenges for Employers in 2022

Digitalization of Food Services

Restaurants and QSRs are seeing a greater need for new technologies and third-party providers to meet consumer demand for seamless digital experiences. To meet this demand, restaurants are focused on making digital experiences more intuitive and easier to access.

Online ordering became a staple in many households during the pandemic, and that is expected to become more popular in 2022.

Restaurants can use technology to meet evolving customer expectations and provide a potential edge over the competition.

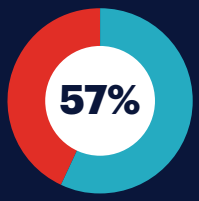
Changing customer preferences

25% of customers prefer a digital or contactless payment method over a physical one.

Technology benefits for restaurants:

OVER

of the restaurant operators said using technology in a restaurant provides a competitive advantage.



of customers use a digital app to order takeout food.

of customers who have used digital apps prefer to use a restaurant's site or app compared to a third-party service.

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[1] https://www.foodbusinessnews.net/articles/20583-finding-workers-ranks-as-top-foodservice-challenge#:~:text=WASHINGTON%20%E2%80%94%20About%2050%25%20of%20respondents,their%20top%20challenge%20in%202022
[2] https://www2.deloitte.com/content/dam/Deloitte/us/Documents/consumer-business/us-cb-restaurant-of-the-future.pdf
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