



Tillster Online & Mobile Ordering Index

How Online and Mobile Ordering
Drives QSR and Fast Casual Sales

Background

In today's highly digital landscape, online and mobile ordering for pickup and delivery has become an expectation for consumers. In turn, most Quick Service and Fast Casual restaurants have already adopted or are in the process of adopting a digital ordering program. The question is no longer whether a brand should offer digital ordering through their own website or app (or both), but how digital ordering should be optimized to meet business goals.

One key way operators are finding success is by implementing digital ordering programs that go above and beyond to meet customers' needs. Tools that help personalize and customize the experience will drive a higher check, and ultimately benefit both the brand and customer. For the third year in a row, Tillster partnered with research firm SSI to survey 2,000 QSR and Fast Casual Customers on their online and mobile ordering preferences and past experiences. The Tillster Online and Mobile Ordering Index reveals these findings to help restaurants craft their digital ordering strategy.

Online & Mobile Ordering Is Now an Expectation

Customers would order more from their favorite QSR & Fast Casual restaurants if online and mobile ordering for pickup and delivery was offered. And, a majority of customers now expect restaurant branded websites and apps to offer online or mobile ordering.



In the last 12 months, nearly **60%** of QSR & Fast Casual customers ordered online or with their smart phone

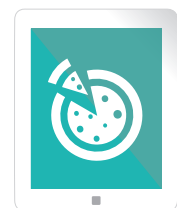


Over **70%** of QSR & Fast Casual customers would order more often if online or mobile ordering was offered



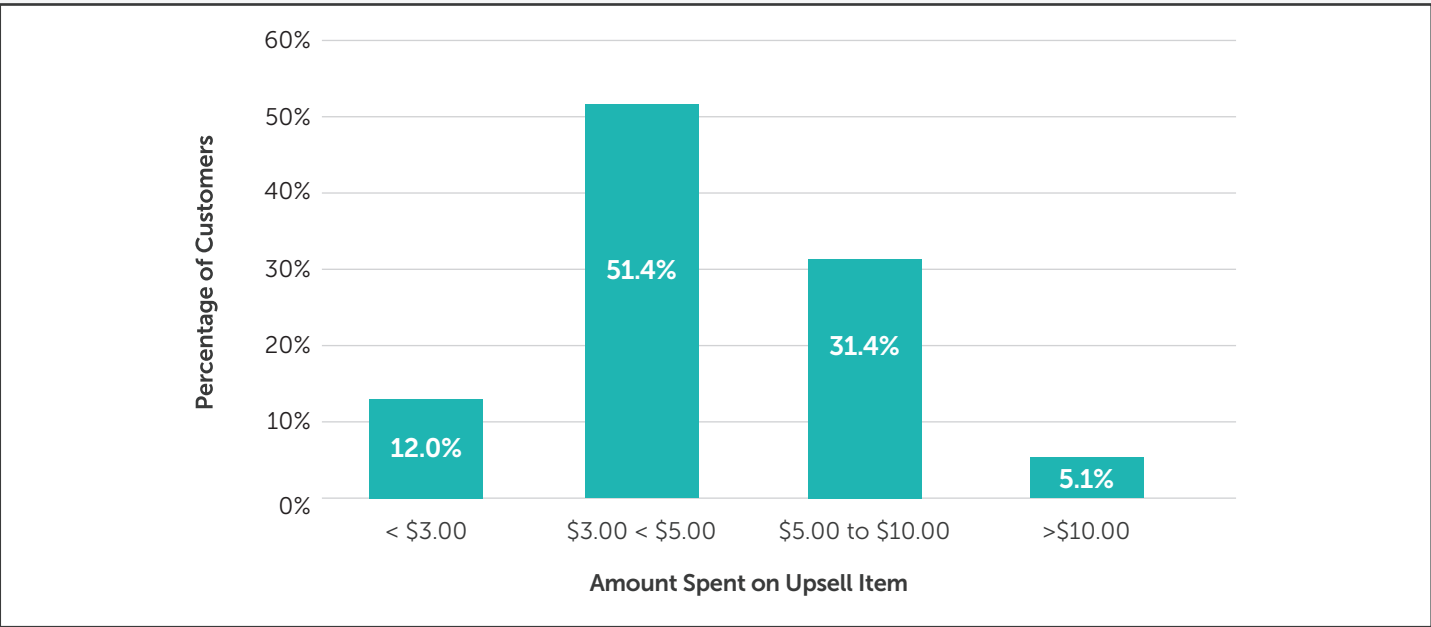
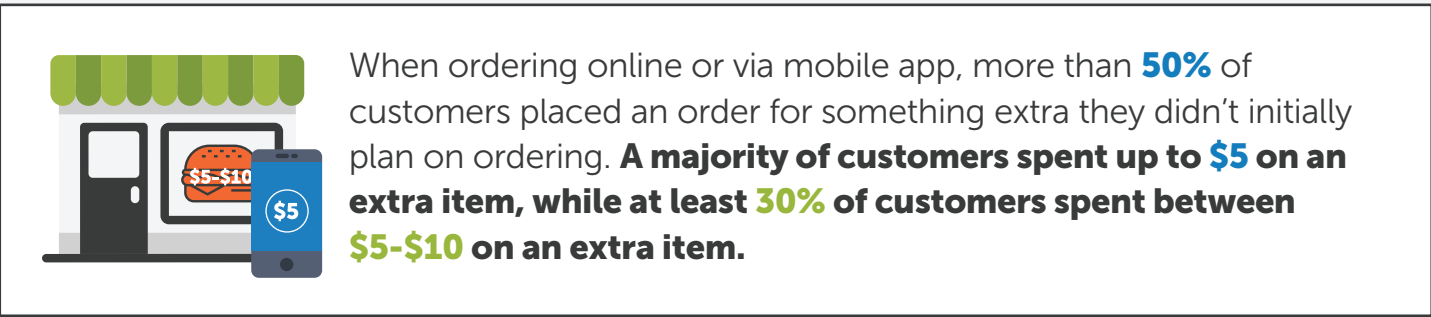
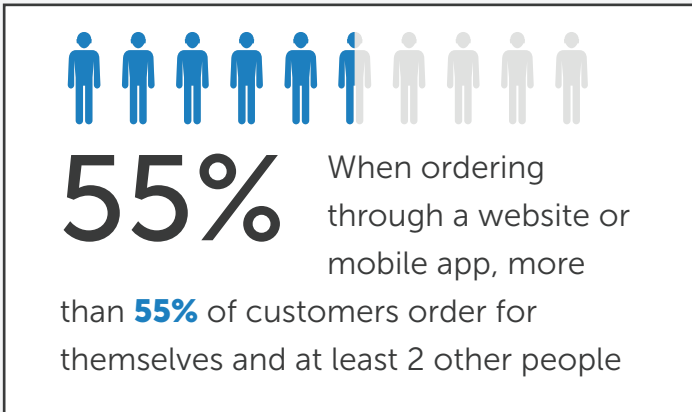
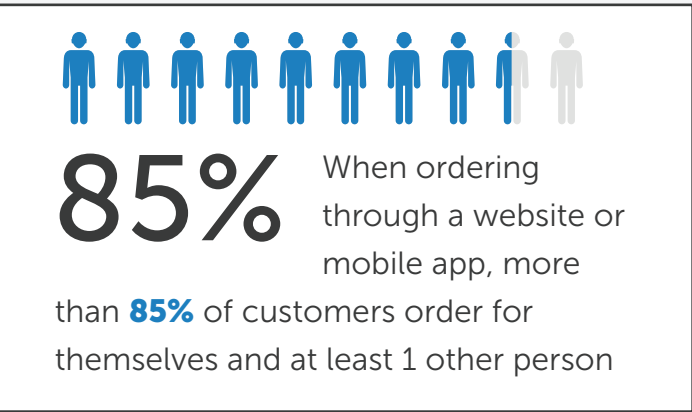
When using a restaurant's website, **70%** of customers expect it to offer online ordering

When using a restaurant's branded mobile app, **76%** of customers expect it to offer in-app ordering. These tools are no longer a nice-to have but are now a necessity.



Customers Spend More with Online Ordering

When ordering online, a majority of customers order for more than one person, which generally results in a higher check size. And with digital ordering, most customers place an order for an item they didn't previously plan to order and spend more on their total order.



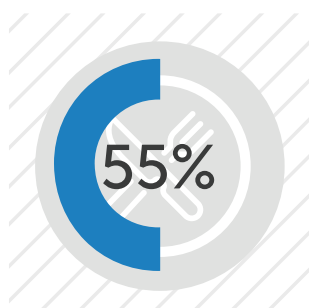
Online and Mobile Ordering Offers Convenience

Online and mobile ordering offers a significant convenience factor for guests. With online ordering through a brand's website or mobile app, there is an ease of use and familiarity factor that customers crave. This is beneficial to all types of guests; from busy parents looking to quickly re-order meals customized to their families' preferences, to working professionals who want a convenient meal without much effort. Plus, an added benefit for restaurants is that when brands offer this type of convenience, there isn't a need to offer as many discounts since customers will be drawn to the brand either way.

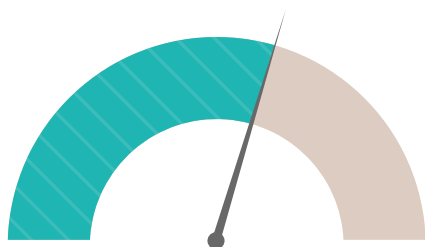
When asked what ordering features they would most like to see when ordering online or via mobile app:



More than **50%** of customers chose dish customization



More than **55%** chose saved past orders for re-order



About **50%** of QSR & Fast Casual customers have used an order-ahead app to place their order before even arriving at the restaurant, in an effort to beat the line

The demand for digital ordering continues to grow, and customers today expect seamless and frictionless ordering experiences. Restaurants need a digital ordering partner that will help optimize their program, while meeting customer needs.

Tillster specializes in driving and enriching digital experiences for multi-unit national and international restaurant brands, while minimizing operational complexity and delivering the lowest total cost of ownership. We help our clients grow digital revenue by leveraging our best-in-class, metric rich engagement and ordering solutions, ultimately delivering more orders, more often, more ways.

To learn more:

Visit Tillster.com/Digital-Ordering-Solutions | Email Marketing@Tillster.com

