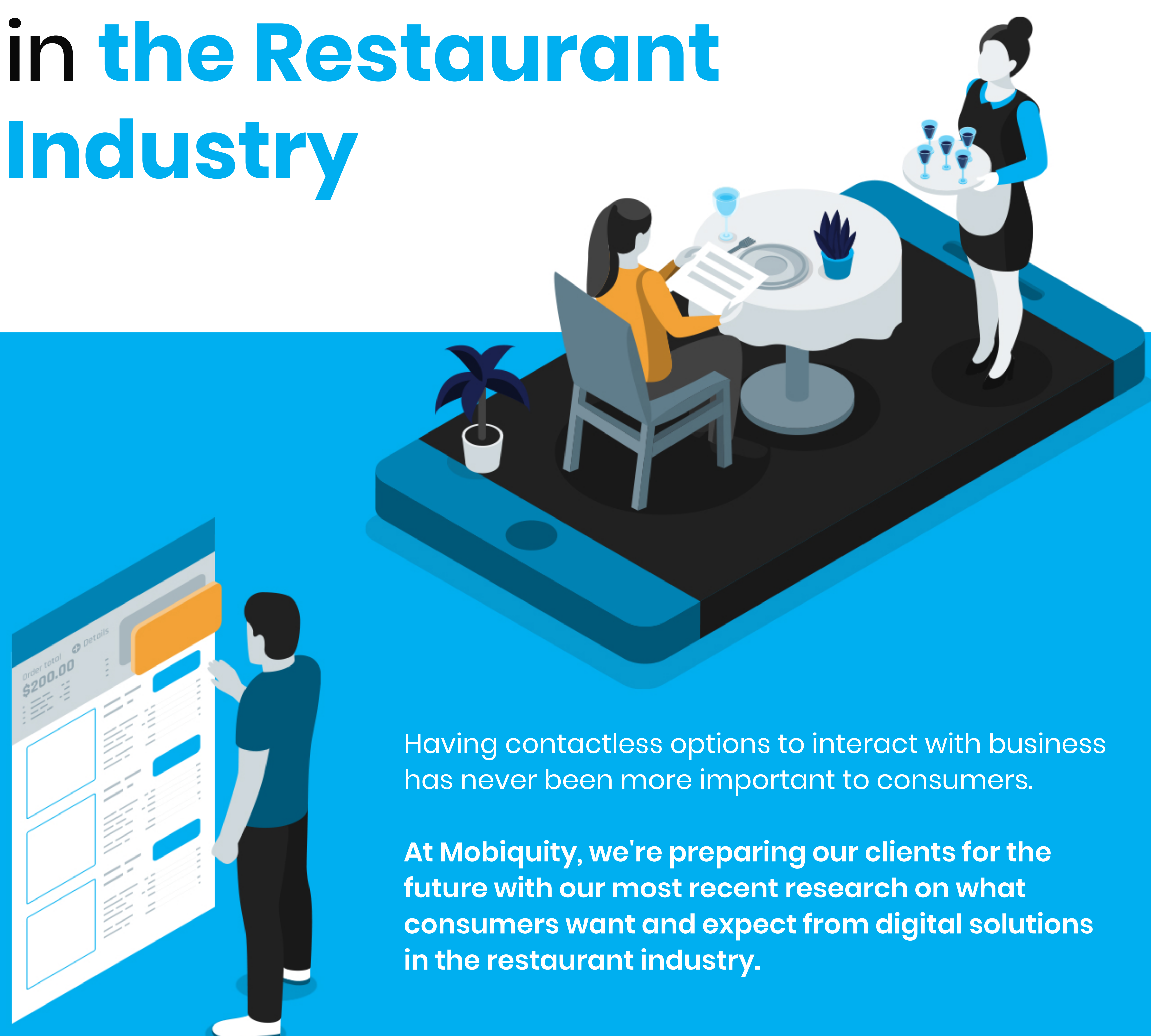


The Shift to Contactless in the Restaurant Industry



Having contactless options to interact with business has never been more important to consumers.

At Mobyquity, we're preparing our clients for the future with our most recent research on what consumers want and expect from digital solutions in the restaurant industry.

The Growth of Mobile Ordering in Restaurants

COVID has prompted more consumers to utilize technology to engage with restaurants. In fact, **55% of our survey respondents** are now using mobile apps to order food but had never done that before COVID-19.



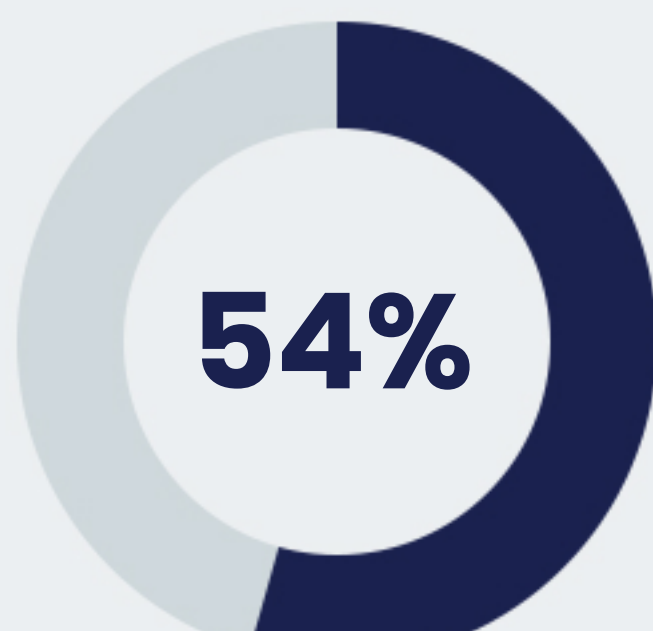
59% agree that they would like to use a mobile app to pay for food in a fast food restaurant

54% agree that they would like to use their own mobile phone to pay for food in a sit down restaurant

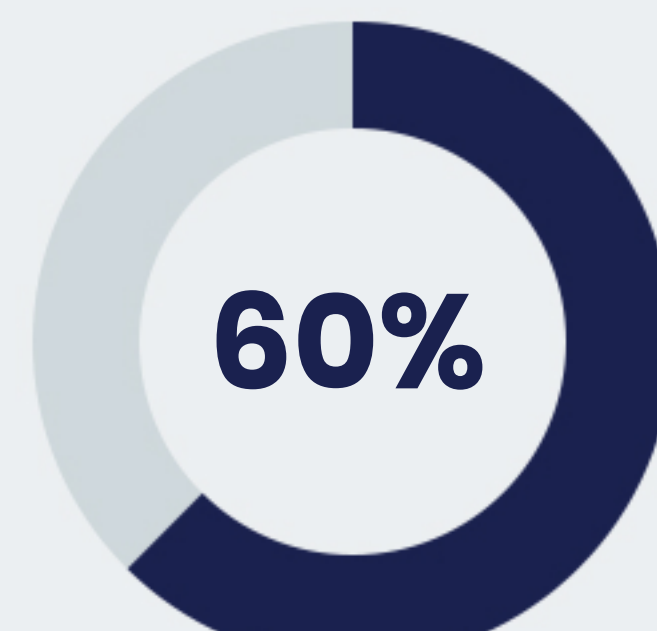
51% agree that they would like to use their own mobile phone instead of interacting directly with restaurant staff

New Habits are Here to Stay

When COVID-19 has passed...



54% agree they will prefer the convenience of curbside pickup in restaurants

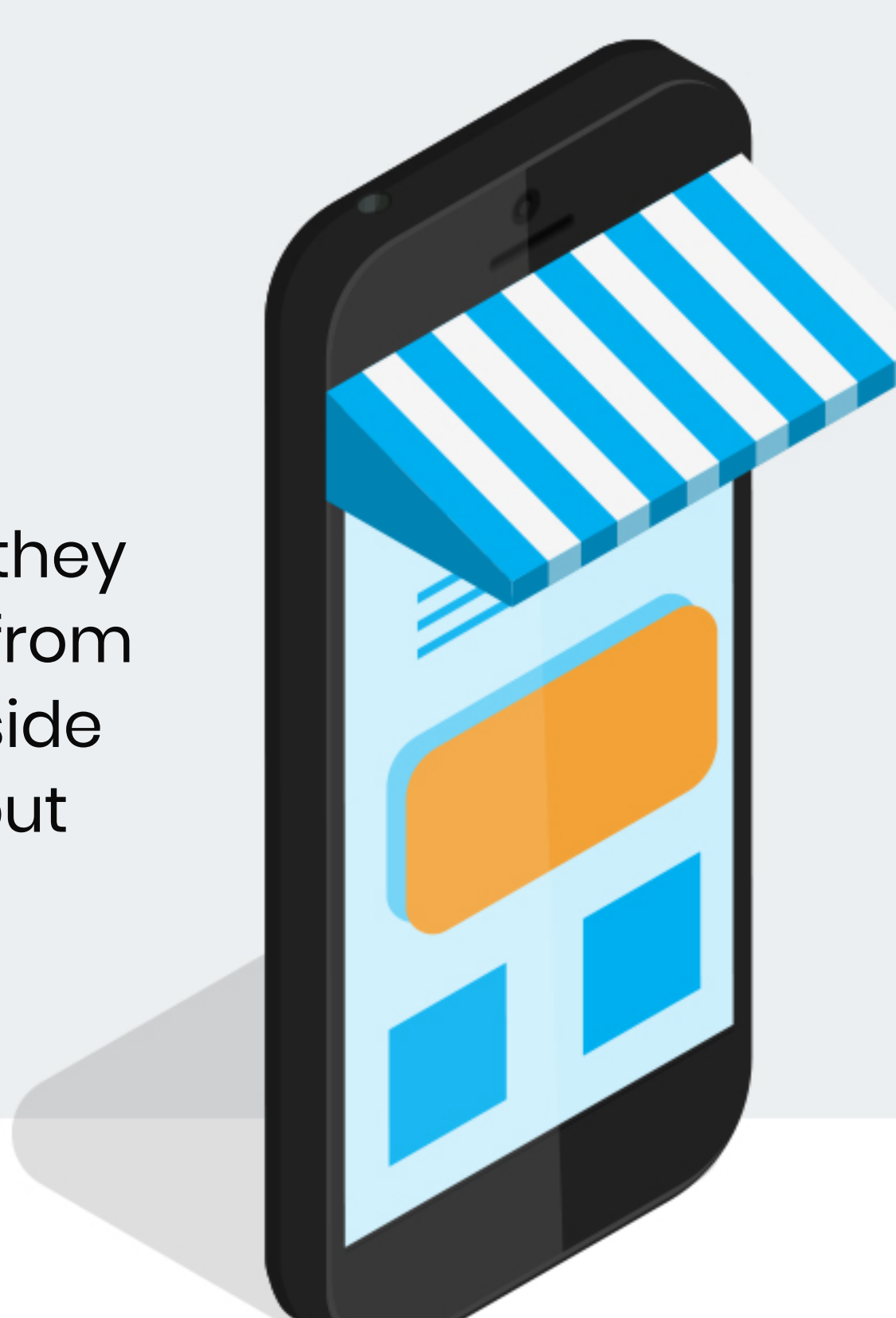


60% agree they will prefer to use a mobile app to reduce the number of things touched in daily life

Digital Solutions Drive Customer Loyalty

64%

of respondents agreed they are more likely to order from a restaurant with curbside pickup than one without



65%

agree they are likely to make more frequent trips to a restaurant with curbside pickup

Most Important Drivers of Loyalty in Mobile Apps



Ease of use



Low cost



Convenience

1

2

3



Fewer physical touch points

4

5



Connection to rewards programs



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Contact us now →

When you're ready to start a conversation about improving your contactless customer experience, let's talk. Mobyquity has a wealth of experience helping customers in your position.