

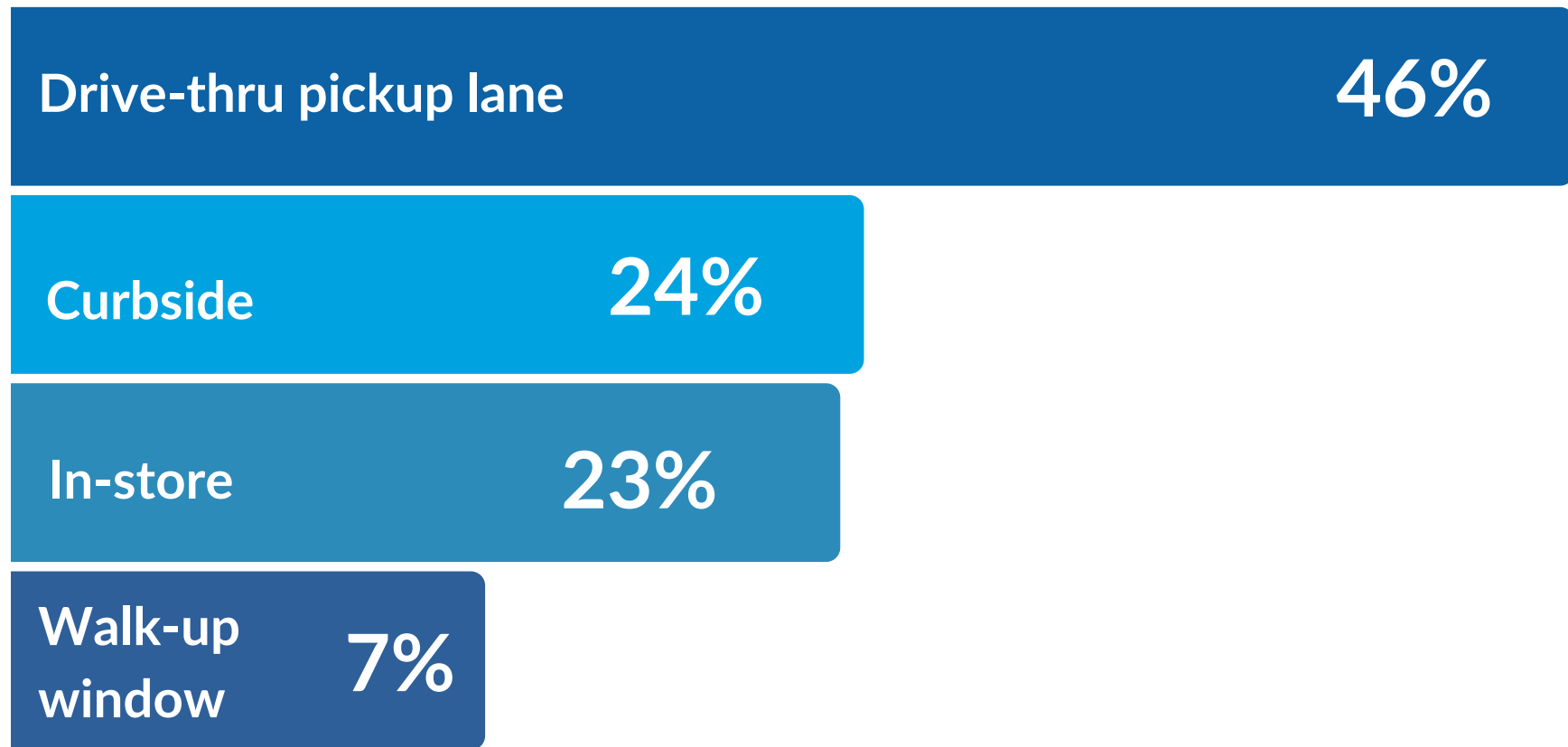
OPTIMIZING EXPERIENCES:

# What consumers have to say about their preferences when interacting with Quick Serve Restaurants.

We surveyed 1,570 consumers across North America to uncover insights to inform physical designs and infrastructure at Quick Serve Restaurants.



## Pick-up preferences for digital orders



When ordering **inside** the restaurant

**62% prefer to order at the counter with an employee**

**BUT**

**76% would use kiosks when there is a long line, and save time**

This highlights the importance of ensuring your staff are friendly and investing in maintenance so your kiosks are in good condition.



**66%** of consumers prefer a restaurant with a visible kitchen

And 52% say that it impacts their perception of other aspects of the visit, such as **cleanliness, speed, and food quality**

## How likely are you to use an exterior walk up window compared to:



Ordering inside the restaurant?



Ordering through the drive-thru?



Picking up inside the restaurant?



Picking up through a drive-thru or mobile pickup lane?



Would you opt for an alternative restaurant if there was **dim lighting in the drive-thru area?**

**36%**  
YES

Would you opt for an alternative restaurant if you wanted to dine in and there was **dim lighting in a restaurant's parking lot?**

**48%**  
YES

## Why is this important?

Quick-service restaurants are making significant investments in new technologies such as drive-thru pickup lanes and self-order kiosks. Understanding consumer preferences is crucial to ensuring that these investments have a positive impact on the consumer experience. The majority of consumers prefer the convenience of drive-thrus, while only a small percentage (7%) opt for walk-up windows.

Recent data suggests that people still prefer to interact with employees, but 76% of customers would use self-order kiosks to avoid longer wait times. While the majority of consumers still prefer to place their order with a person at a quick-service restaurant, younger generations, such as millennials and Gen Zers, prefer using self-order kiosks.

We are here to help you collect and understand data so your brand can meet your customers' needs.

Contact our team today! [letschat@intouchinsight.com](mailto:letschat@intouchinsight.com) | [www.intouchinsight.com](http://www.intouchinsight.com) | 1-800-263-2980