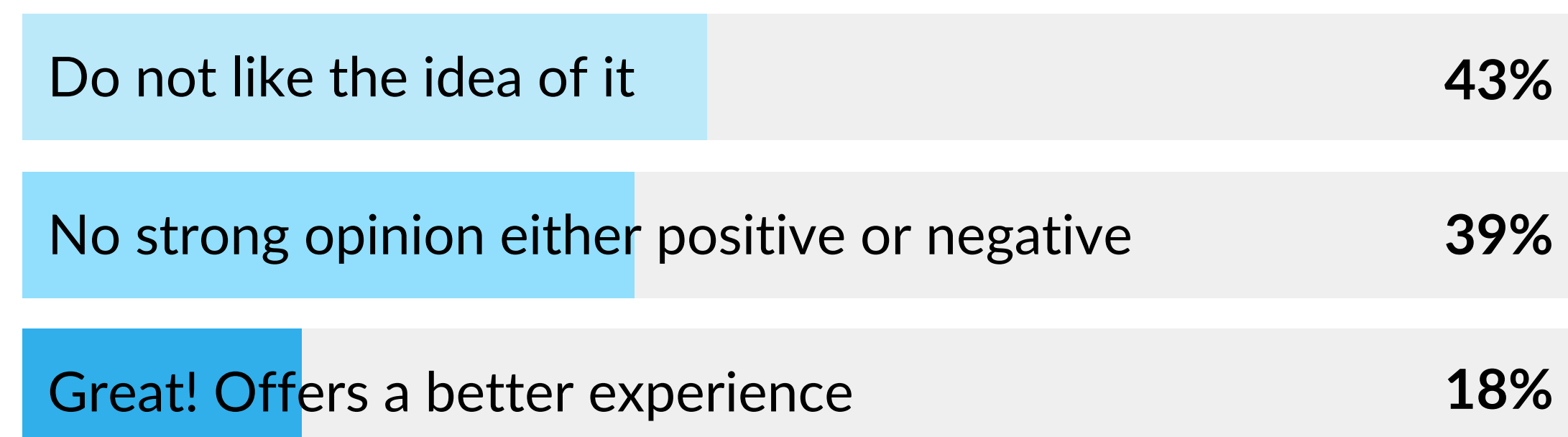


Exploring the Future of QSRs: Key Technology Trends

Discover how technology is changing the QSR experience with our 2026 QSR Technology Infographic, based on a survey of 1,280 consumers. We look at how innovations like AI voice ordering, digital meal customization, gamified rewards, and electronic tipping are impacting diners. Gain a clear understanding of how these digital tools are shaping customer habits and the future of the restaurant industry.

ARTIFICIAL INTELLIGENCE (AI)

How do you feel about brands using AI-enabled-voice technology to automate drive-thru order taking (eg. no real employee taking your order)?

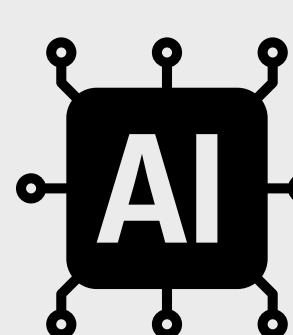


40% of 18-24-year-olds think AI voice technology is "Great," while only 3.4% of those 75+ agree.



The Reality of AI Voice Tech:

Among those who have actually experienced it, 57.7% reported that they liked the experience. This suggests that while there is initial resistance, the technology performs well enough to convert skeptics.



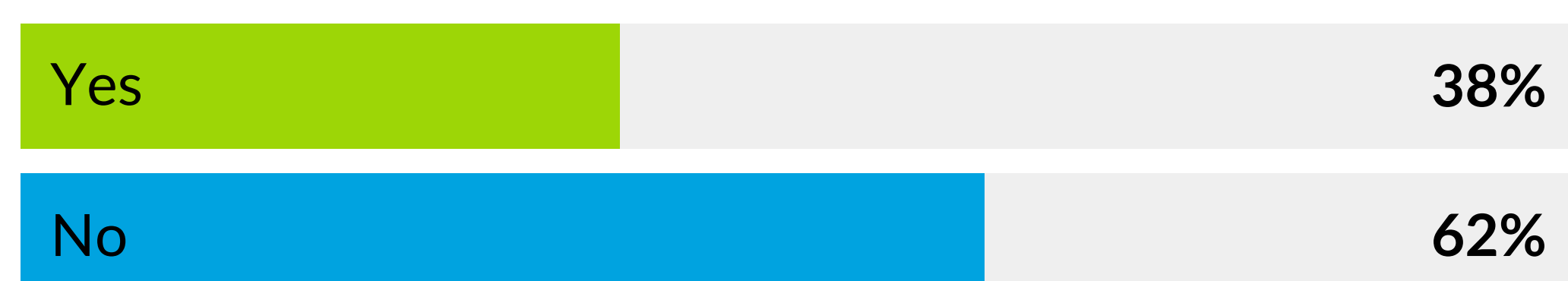
AI Autonomy:

Consumers still want control over their meals. 47.2% had a negative reaction to AI "automatically building" an order based on past history/health goals, preferring to manually choose items.

TECHNOLOGY

Comparing 2026 to 2025 data suggests that technology might be shifting from a "wow" factor to an expectation.

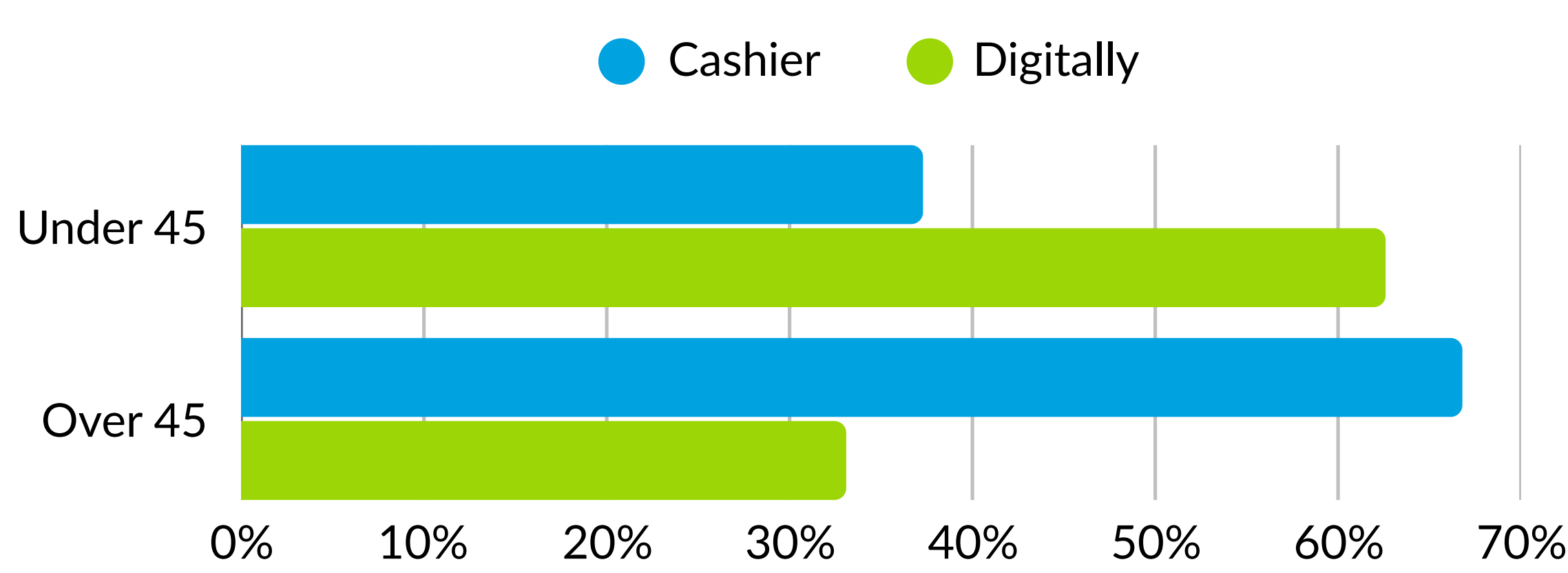
Does the technology available in a restaurant influence your decision to return to that location?



In 2025, 42.6% of consumers said technology influenced their decision to return to a restaurant. In 2026, this dropped to 38.3%.

63% stated that they believe that technology has made dining at restaurants more convenient.

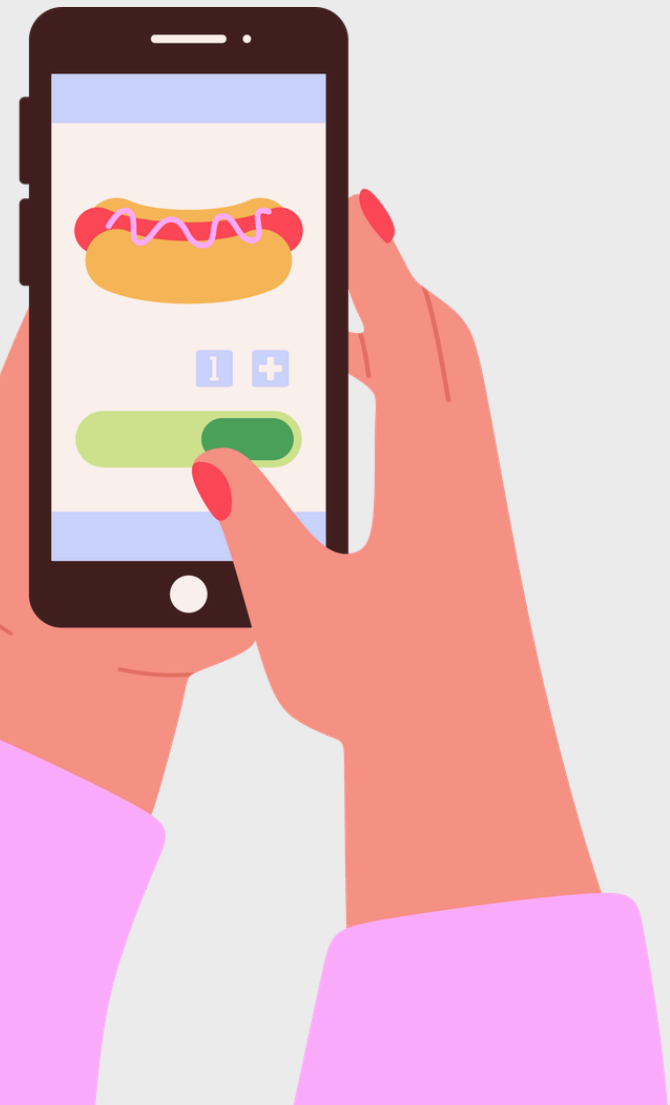
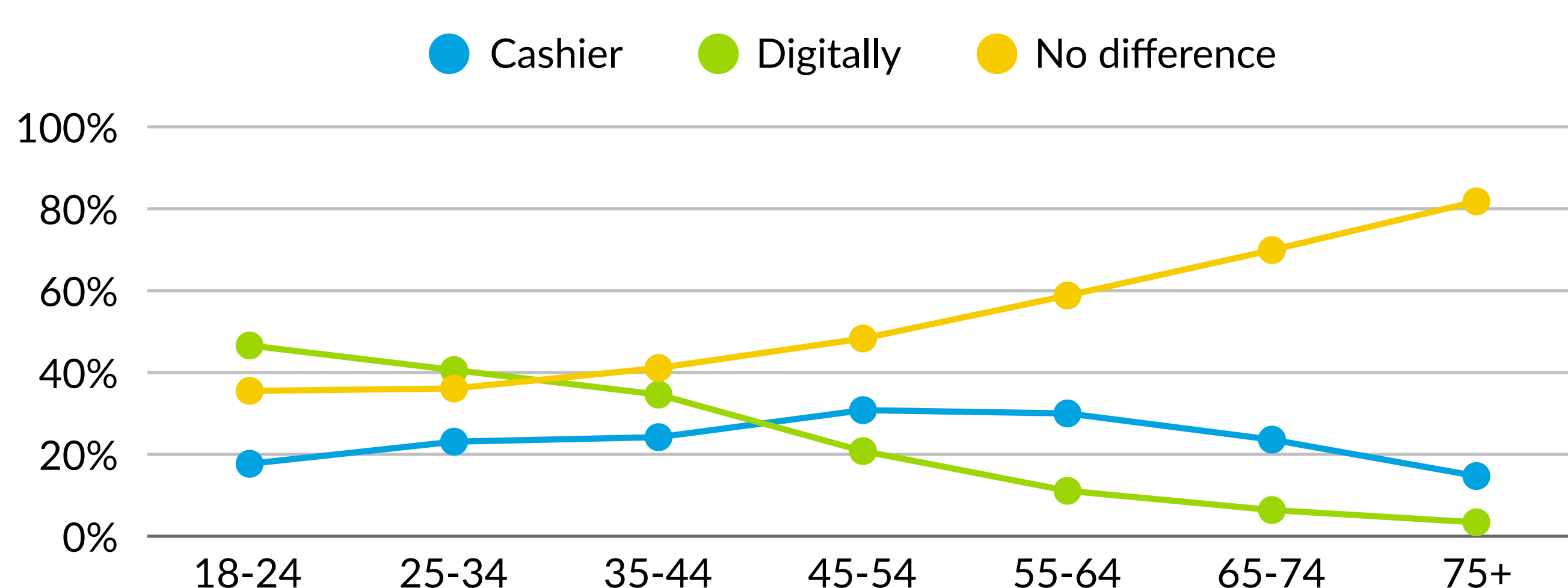
Do you find it easier to customize your meal digitally (app, online, kiosk, etc.) or with a cashier?



DIGITAL ORDERING

46.7% of 18-24-year-olds and 40.7% of 25-34-year-olds find themselves buying more when ordering digitally (app, kiosk) compared to a cashier.

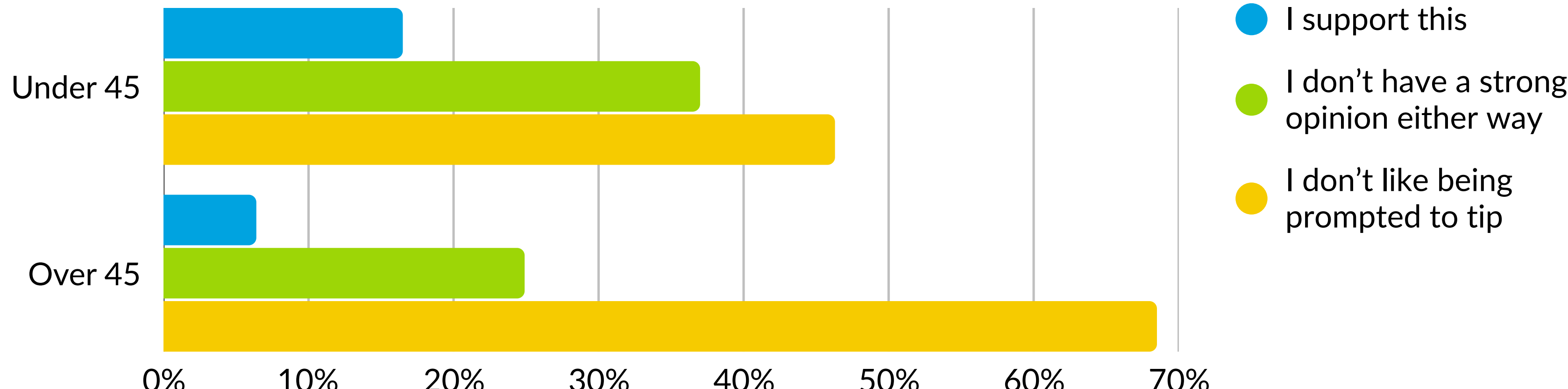
Do you find yourself buying more when ordering digitally or with a cashier?



TIPPING

Younger consumers are much more tolerant of tipping; 28.9% of 18-24-year-olds actually support the prompts, compared to less than 5% of those over 55.

How do you feel about fast food restaurants prompting you to tip when paying for your meal electronically?



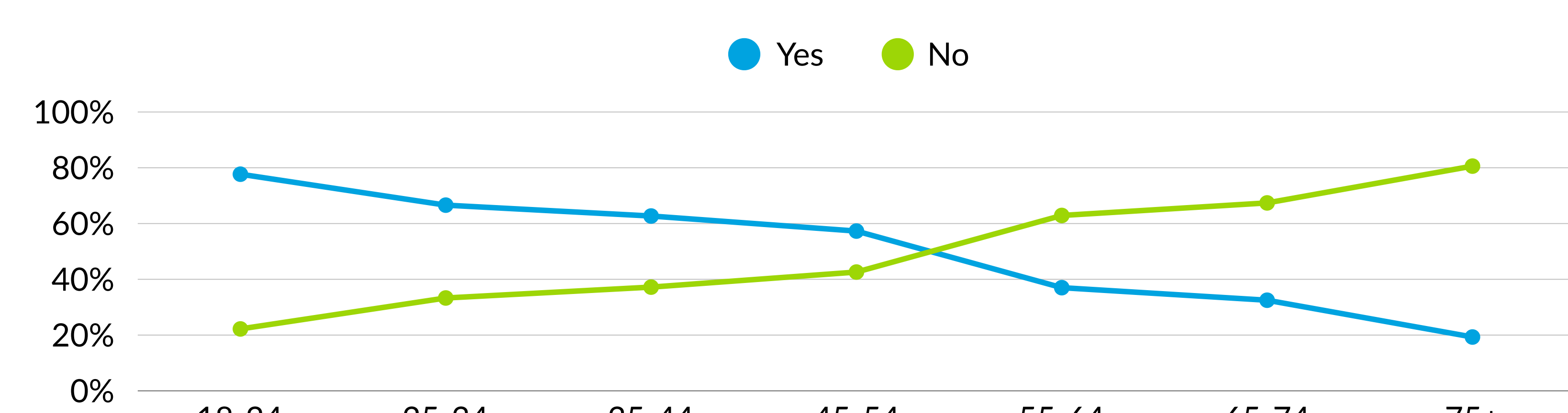
74.5% of respondents say they do not typically leave a tip electronically.



GAMIFICATION + LOYALTY

While 68% of users would download an app to join a loyalty program, 32% (nearly 1 in 3) would refuse. This indicates that brands requiring an app for any loyalty interaction may be alienating a third of their potential customer data.

Would earning game-based rewards (e.g., streaks or instant win scratch cards) motivate you to visit a fast-food chain more often?



Are you more likely to choose a brand over its competitor if they have a loyalty program?



Nearly 62% of Gen Z (18-24) would choose a brand specifically over a competitor because of a loyalty program, whereas 70% of seniors would not be influenced by it.

About Intouch Insight

At Intouch Insight, we specialize in helping multi-location brands achieve operational excellence, exceed customer expectations, and build long-term customer loyalty, and we are proud to deliver growth solutions to over 300 of the world's most beloved brands.

Our solutions are designed to streamline operations, maintain brand standards, and provide actionable insights to help our clients enhance their CX. With over 40 years of CX expertise, we excel in providing our clients with top-notch CX, customer surveys, mobile forms, mystery shopping, as well as operational and compliance audit solutions.

Contact our team today!
letschat@intouchinsight.com
1-800-263-2980

[Find out more](#)