Tillster Self-Service Kiosk Index

How Self-Service Kiosks Increase Check-Size and Improve Operations
**Background**

By 2024, the global kiosk market is expected to reach $30.8 billion, with a significant portion of that coming from food & beverage kiosks*. QSR and Fast Casual establishments are considering kiosks more than ever before and with good reason. Kiosks help restaurants improve speed of service and maximize operational efficiency, while customers experience reduced wait times so they can spend more time enjoying their food.

Though restaurant kiosks continue to grow in popularity, it is important to weigh all the factors involved - especially customer preferences - to ensure they are utilized appropriately for your business. For the third year in a row, Tillster partnered with research firm SSI to survey 2,000 QSR & Fast Casual customers on how self-service kiosks impact guest behavior. The Tillster Self-Service Kiosk Index uncovers these findings to help restaurants understand how to optimize kiosks for their brand.

**Usage of Self-Service Kiosks Continues to Rise**

Self-service kiosks offer restaurants a plethora of opportunities, from line busting to consistent upselling and cross-selling, which is not always guaranteed at the counter. And, QSR & Fast Casual customer usage of kiosks is up from last year.

In the last 3 months, **25%** of customers surveyed have used a self-service ordering kiosk at a restaurant, **up 7%** from last year’s usage.

Last year, **37%** of QSR customers reported using a self-service kiosk, a **20% increase** over the previous year.

Looking ahead, **67%** of customers plan to place an order with a self-service kiosk within the next year, a **25% increase** over the previous year response.
Many Customers Prefer Kiosks to Cashiers

For today’s busy customer, a line length of even a few people is enough to deter them from your restaurant. Luckily, kiosks can solve this issue and help brands avoid losing valuable guests. Our research has shown that once the line for the cashier reaches four people, customers prefer to order from a kiosk instead.

If the line length is longer than 4 people, customers would prefer to order from a self-service kiosk rather than a cashier.

If line lengths were equal, 30% of customers would still prefer to order from a self-service kiosk rather than a cashier.
Self-service kiosks help restaurants with line-busting, which in turn optimizes the customer experience. Kiosks have also proven to increase average check size through consistent upselling and cross-selling. For 15+ years, Tillster has offered the industry’s most robust self-service ordering solutions. To learn how Tillster can help your restaurant with self-service kiosks, visit www.tillster.com/self-service-kiosk.

*2017 Transparency Market Research