



ORDER TO EAT TRACKER®

FEATURE STORY 8

Chipotle on capturing loyalty program members amid rising pandemic-driven digital sales

NEWS & TRENDS 11

Dine-in sales slump is pushing QSRs to invest in AI, other digital ordering technologies

DEEP DIVE..... 16

How changing consumer ordering behaviors are affecting the use of loyalty programs

PAYTRONIX | PYMNTS.com

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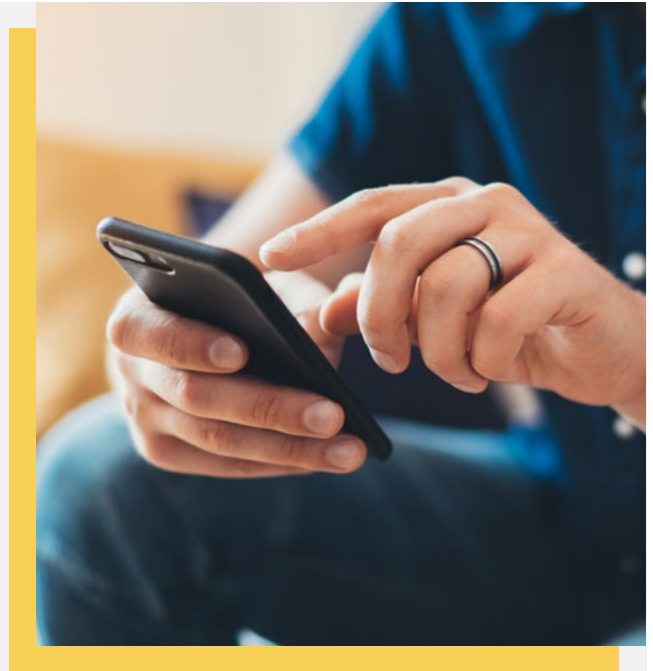
ABOUT19

Information on PYMNTS.com and Paytronix

Acknowledgment

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WHAT'S INSIDE



Fall is turning to winter, and temperatures are dropping in many regions of the United States. Some restaurant operators are wondering if their businesses will be able to survive until next spring as a result. Dining room capacity restrictions to prevent the spread of the COVID-19 virus spurred cities to allow outdoor table seating on what used to be city parking spaces to help raise revenues. The warm weather is fading, however, and eateries are scrambling to “winterize,” deploying creative solutions to draw customers to their locations that range from [blankets and electric infrared heaters](#) to [tents and domes](#) for continued safe outdoor dining.

One trend that is unlikely to fade this winter is the surge in online and mobile ordering as customers seek to dine in the comfort of their homes. Investing in digital channels and delivery partnerships are a significant way for quick-service restaurants (QSRs) to retain customers and keep their doors open. PYMNTS’ [research](#) found that the shift to digital ordering is strongest in more populous areas as 25.8 percent of consumers living in large cities have shifted to ordering from restaurants with table service online and 16.3 percent

of such consumers have shifted to online ordering from QSRs.

Another way for establishments to get a boost this winter is customer engagement through loyalty programs, but it is critical that such initiatives address customers’ geographic differences. A recent [PYMNTS survey](#) revealed that more than 52 percent of consumers in big cities already use these programs, while less than 36 percent of residents in small towns and rural areas take advantage of them. QSRs must tailor these programs and their digital strategies to work with the preferences of consumers in their communities.

AROUND THE ORDER TO EAT WORLD

Restaurants have experienced a surge in online orders due in part to major third-party delivery platforms such as DoorDash, Grubhub and Uber Eats. A recent [survey](#) revealed that more than one-third of eatery operators said they would have shuttered during the COVID-19 crisis had it not been for these partnerships, especially considering many independent restaurants cannot afford delivery fleets of their own. Approximately 28 percent of surveyed restaurants said they expect to close their dining rooms to offer delivery and pick-up

exclusively while 77 percent of operators said they were already offering delivery via apps. Mounting tension between restaurants and delivery companies over commission fees have been put on hold as revenue sources grow slim for the industry.

Consumers formerly preferred to interact with wait-staff at QSRs to pay their bills before the pandemic began. The public health crisis has caused this to change, however, as 70 percent of consumers said they now prefer to order digitally for delivery and 57 percent have downloaded a delivery app, according to one study. Sixty-two percent of consumers also select where they will eat from based on whether restaurants have digital ordering, payment and delivery available, indicating the importance of digital ordering offerings.

The QSR sector had to pivot seemingly overnight to meet pandemic-induced challenges. Researchers found that 86 percent of franchisees offered delivery and online ordering prior to the pandemic, while

72 percent have made improvements since the pandemic began. Just 12 percent of franchisees said they planned to invest in delivery services in 2019, but this year, 63 percent plan to invest. Similar trends are visible with mobile ordering: Investments in these offerings are up 25 percent from last year.

For more on these stories and other news items from the order to eat space, read the Tracker's News and Trends section (p. 11).

CHIPOTLE MEXICAN GRILL ON PANDEMIC-DRIVEN DIGITAL SALES, LOYALTY PROGRAM GROWTH

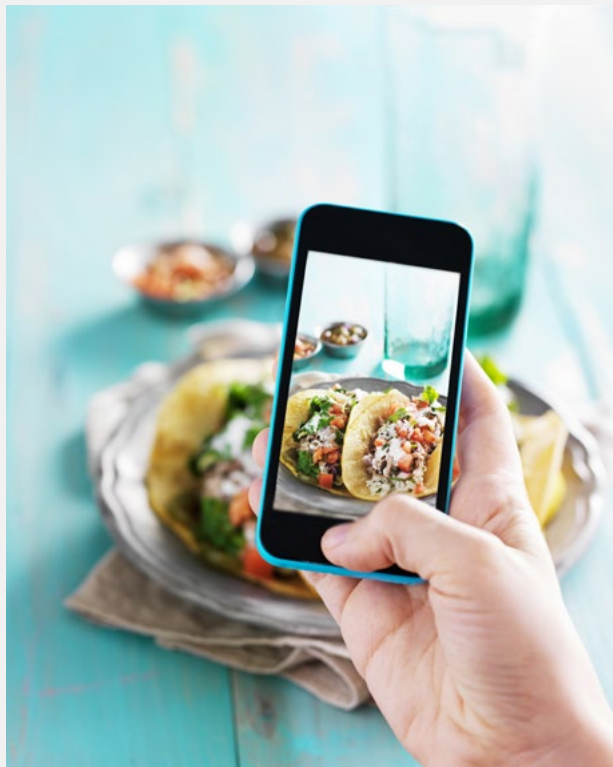
As the COVID-19 pandemic has ratcheted up online and mobile app sales, QSR loyalty programs have become crucial to both keeping regular customers and gaining new ones. Fast casual chain Chipotle Mexican Grill is one such QSR that worked to grow its loyalty program membership count and offer more personalized incentives. For this month's Feature Story (p. 8), PYMNTS spoke with Chipotle's Nicole West, vice



president of digital strategy and product management, to discuss the company's dramatic rise in digital sales, improved rewards initiative and why offering customization is key.

DEEP DIVE: WHY QSRs MUST MOVE ON FROM ONE-SIZE-FITS-ALL LOYALTY APPROACHES

More than 31.6 million U.S. consumers went from dining in to **ordering out** when the pandemic struck, leading QSRs and restaurants to quickly reconfigure their digital strategies to help add to their bottom lines. Eateries are turning to loyalty programs to offer personalized perks and promotions and ramp up online engagement with consumers, but they must localize their approaches based on consumers' locations and demographics for best results. This month's Deep Dive (p. 16) explores how consumers are using online ordering channels and why QSRs must offer personalized loyalty programs to keep consumers engaged.



EXECUTIVE INSIGHT

How should QSRs rethink their loyalty and rewards programs to engage customers during the COVID-19 pandemic?

"First, identify key market segments and understand their motivations. In some cases, it could be as simple as providing a reward to customers who have made purchases during COVID-19 as a way to thank them.

Second, focus on the brand benefits that make sense. Communicate things such as store-hour changes or safety protocols. It will go a long way to help guests be more comfortable. In addition, examine product offerings and choose those that make sense to promote through your channels.

Third, understand how to reach guests. Some respond to email while others prefer to be contacted via app or text message. Also, consider their location. If they are telecommuting, it doesn't make sense to talk about stopping in on their commute.

Ultimately, it's about using segmentation to identify the right guests, reaching them with the right messages and doing so through their preferred channels."

LEE BARNES

Head of data insights at [Paytronix](#)

25.8%

Portion of consumers living in large cities who have shifted to ordering online from restaurants with table service

52%

Portion of consumers in large cities who use loyalty programs

31.6M

Share of U.S. consumers who went from dining in to ordering out at the pandemic's onset

36%

Share of residents in small towns and rural areas that take advantage of loyalty programs

38.7%


Portion of U.S. consumers who do not use loyalty programs because they are not available

**FIVE FAST
FACTS**

ECOSYSTEM



ACQUIRE CUSTOMERS



ORDER



EAT



WEB APP STORE

PAYMENT

REWARD

REDEEM

IN RESERVATION

OUT DELIVERY

BUILDING CUSTOMER PROFILE



IDENTIFY PREFERENCES



TARGET OFFERS



ANTICIPATE REORDER

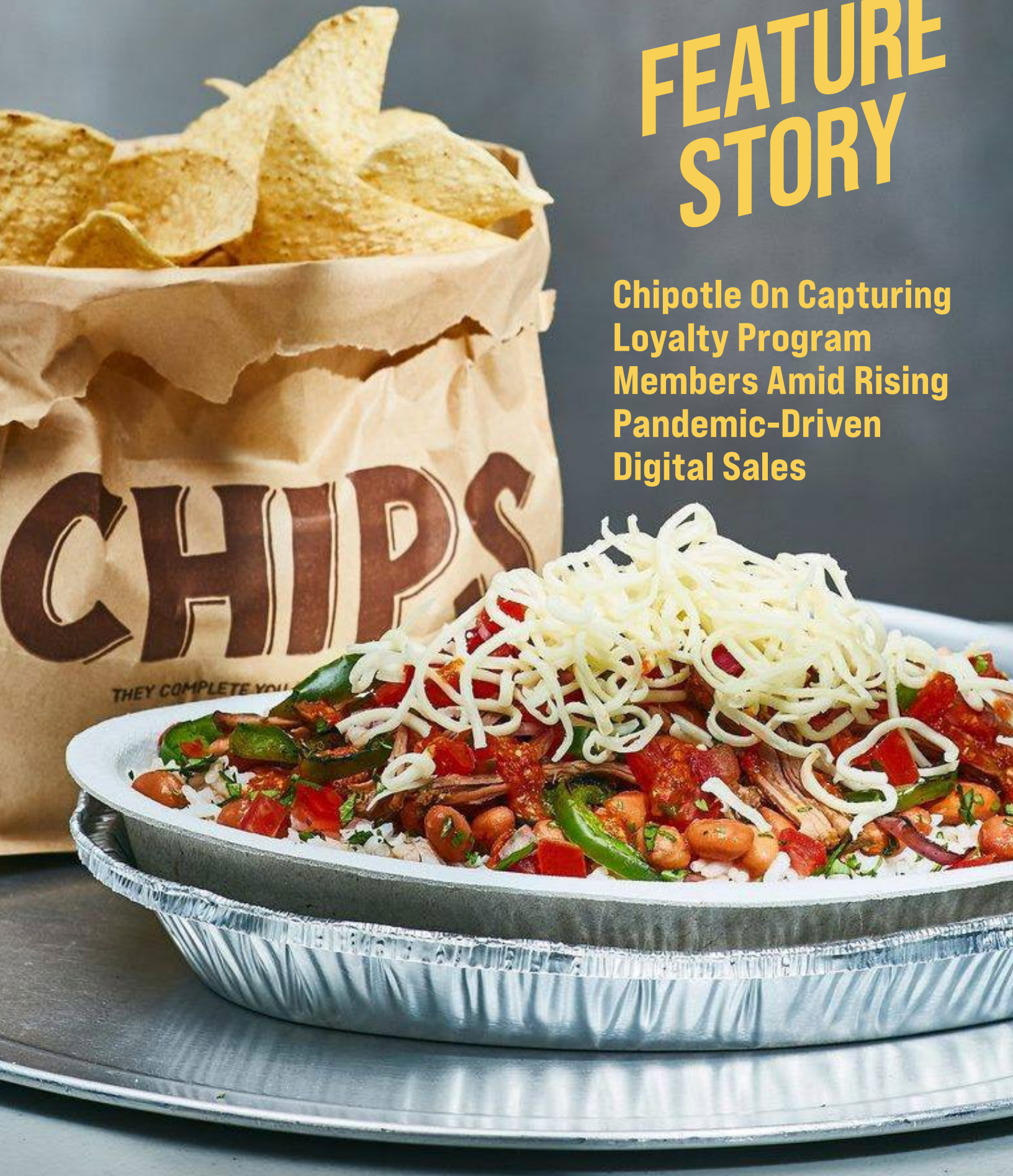


PROMPT

One-to-one offers via email • SMS • In-app messages • Push notifications • Geofencing

FEATURE STORY

**Chipotle On Capturing
Loyalty Program
Members Amid Rising
Pandemic-Driven
Digital Sales**



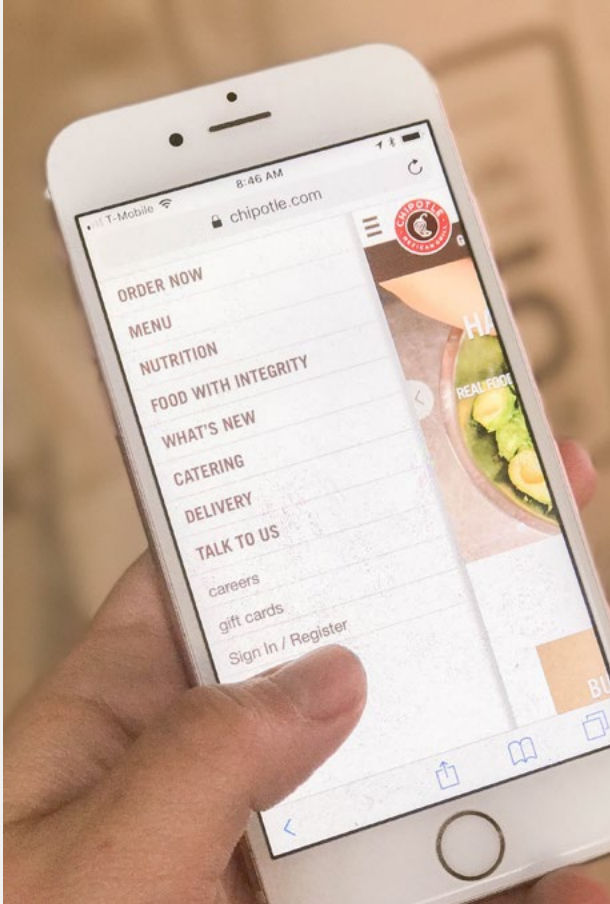
Forward-thinking fast casual chains and QSRs were prepared for consumers' shift to digital sales during the COVID-19 pandemic, but many companies have learned that simply having digital channels in place is not enough to weather the competition wrought by an economic crisis. Few could have anticipated the importance – or difficulty – of achieving a personalized, in-store-like experience via digital at a time when personal interactions are few. Some are delivering this with loyalty rewards programs.

Fast casual chain [Chipotle Mexican Grill](#), which has more than 2,700 global locations, has ramped up efforts to enhance customers' digital experiences to match those they offer in-restaurant. Nicole West, Chipotle's vice president of digital strategy and product management, said Chipotle Rewards has more

than 17 million members and enrollment has continued to grow since the pandemic's onset.

"We are seeing an increase in frequency across the board," West said in a recent interview with PYMNTS. "As we continue to analyze data and grow membership, Chipotle will continue to provide increased personalization and customized offers to meet our guests' needs."

Chipotle responded to customers' evolving needs earlier this year by adding Uber Eats and Grubhub to its roster of third-party delivery partners as well as improving its app with a group-ordering feature, according to West. The Newport Beach, California-based company also focused its attention on improving its rewards program, which provides customers with 10 points per \$1 spent and gives diners a free entree once they reach 1,250 points.

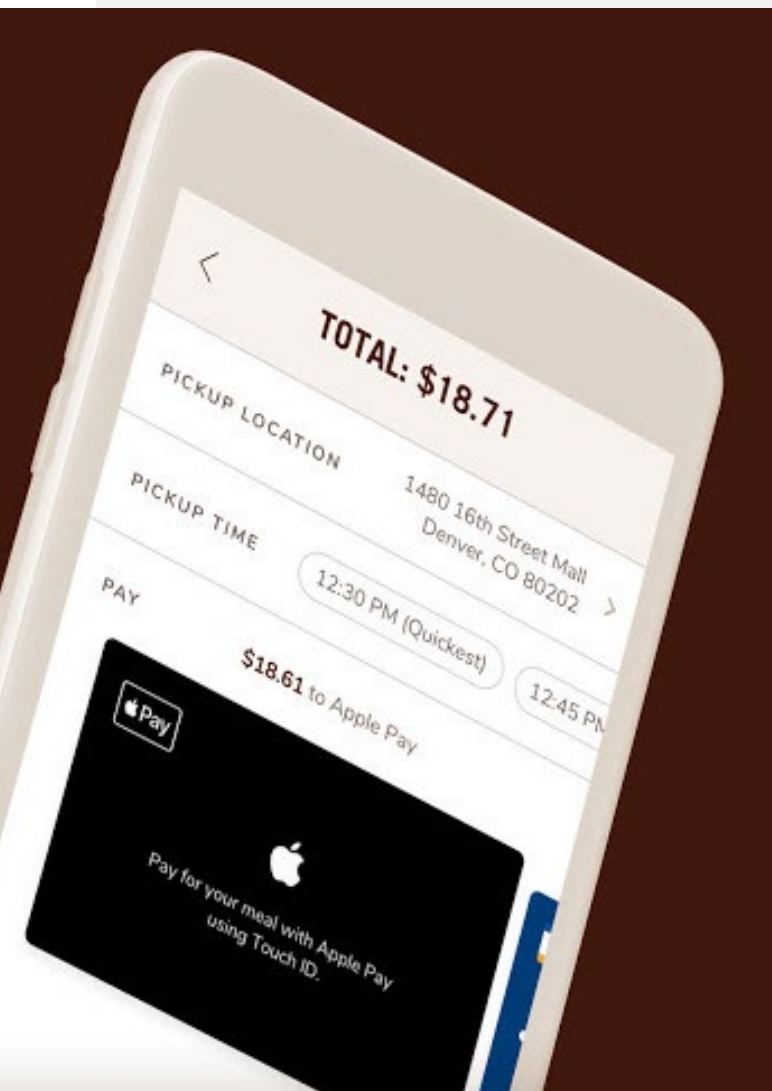


LOYALTY PROGRAMS BECOME CRUCIAL AMID RISING DIGITAL SALES

Restaurant closures and dining room capacity limits due to the pandemic have fueled unprecedented growth in curbside pickup, takeout and drive-thru orders, with one [survey](#) showing that the share of off-premises U.S. sales has swelled to 39 percent since March, up from 20 percent in 2019. This growth has come with acute economic distress in the sector, however, and competition for shrinking consumer dollars continues to be fierce. Consumers like the incentives that come with loyalty programs and prefer to order with restaurants that have them. One recent PYMNTS [survey](#) found that 38.7 percent of restaurant customers said that the only reason they don't use loyalty programs is because their restaurants do not offer them. Another [study](#) found that 80 percent of consumers would order online or via mobile app if eateries rewarded them for doing so.

West said that Chipotle, which has store locations in 43 states, aims to cater to the unique, local, order-to-eat habits of its customers across the country.

“Our customizable menu allows guests to create their meals exactly as they want it,” she said. “We worked hard to create a digital experience that would mirror an in-restaurant experience with the capability to order ‘light’ or ‘extra’ of your favorite ingredient. We will continue to optimize data from Chipotle Rewards to ensure maximum engagement with members reflecting their evolving Chipotle needs.”



A DIGITAL-ONLY FOCUS

West said Chipotle’s digital transactions reached nearly 50 percent of total sales in Q3 2020, up from 20 percent pre-pandemic. The publicly traded company reported its digital sales **increased** by 202.5 percent year over year in Q3 to \$776.4 million, making it possible for the company to open 44 new restaurants during the quarter despite having to permanently close three. About 10 restaurants remain temporarily closed inside malls and shopping centers due to COVID-19 restrictions.

Chipotle also recently **opened** its first digital-only restaurant in Highland Falls, New York, in mid-November. The new Digital Kitchen concept eliminates the need for dining rooms, service lines and in-person checkout. Orders are taken only through the Chipotle app or website or via a third-party delivery platform.

“While the Highland, New York, Chipotle Digital Kitchen location is still new, we have received tremendous interest in the concept,” West said. “The Digital Kitchen has been an integral part of our innovation pipeline prior to the pandemic, and we will continue to evaluate the test for future expansion.”

The pandemic-driven shift to higher volumes of mobile and online food orders has created opportunities for QSRs to capture new and existing consumers’ attentions for the long term through personalized customer experiences. Restaurants that can offer incentives through customized loyalty programs will better endure the shock waves that the pandemic is causing throughout the restaurant industry.

NEWS & TRENDS



Winter's impending impact on the restaurant sector

RESTAURANTS PREPARE STRATEGIES TO SURVIVE THE PANDEMIC'S WINTER MONTHS

Winter is coming, and with colder weather comes restaurant operators' fears that limited dining room capacities and the end of outdoor dining could cripple sales. Accompanying these worries is the concern that the rising number of COVID-19 cases across the country may cause another full-scale shutdown, further devastating the industry. A recent [survey](#) of 400 restaurants found that only 29 percent of those operating at a reduced capacity said they could stay open indefinitely. About half of respondents said they would last less than a year and 28 percent said they could only stay open as long as six months. Fifty percent of respondents with outdoor seating said they will invest in winterizing the spaces with highly prized heat lamps, despite the costs they may bring, to help salvage revenues and maintain outdoor dining during the

cold months ahead. One New York restaurant paid \$250 each for heat lamps — a \$100 markup .

NEW YORK CITY WORKS TO SAVE \$27 BILLION RESTAURANT INDUSTRY

Restaurants initiated or expanded outdoor patio dining earlier this year, when states banned indoor dining areas in response to COVID-19's quick spread. Eateries got creative as tables replaced parking spots and "dining out" took on a new meaning. The \$27 billion New York City restaurant industry came to a complete [stop](#) in March, and today it has one of the strictest indoor capacity limits in the country at 25 percent.

Some restaurant operators who were hoping to make outdoor seating work through winter are finding that it might not. Jeremy Wladis, president of The Restaurant Group, which operates several New York City restaurants, said he purchased electric infrared heaters to stay in business through the colder months, though he is not sure they will make a difference because the devices only warm the temperature by up to 15 degrees. CEO Philippe Massoud of Lebanese restaurant *illili* said it would cost \$32,000 to keep his outdoor space warm

with electric heaters and electric panels, not to mention costly electric bills. The question, Massoud said, is whether New Yorkers are willing to sit outside in the elements.

WINTER WEATHER THREATENS TO UNDO RESTAURANT EMPLOYMENT GAINS

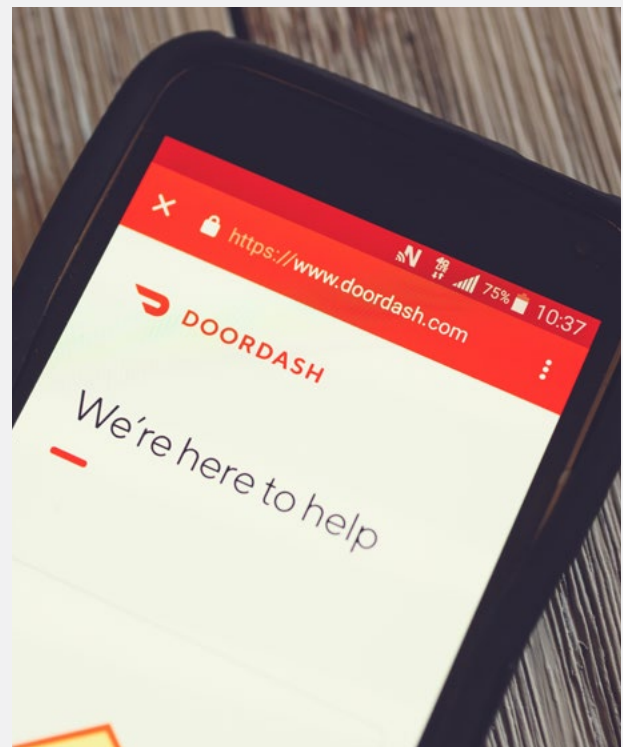
Funding campaigns were developed across the country to help restaurants maintain outdoor dining this winter, but consumers' support may not be enough to keep them open. A new report found that while outdoor dining has been a lifeline for restaurants amid the pandemic, the winter is expected to severely threaten restaurant jobs recovered over the summer. November weather has the potential to eliminate job gains from the past two months – about \$190 billion in economic activity.

Another industry report said that restaurant employment in New York City dropped to 91,000 jobs in April after 317,800 restaurant workers were employed there in 2019. The sector recovered to about 174,000 jobs by August, thanks to outdoor dining and a city program that closed city blocks to allow restaurants to add or expand outdoor seating. The restaurant industry is the nation's second-largest private-sector employer and has a huge impact on the country's unemployment rate, which now stands at about 8 percent, down from 14 percent in April.

Third-party delivery app developments

DOORDASH LAUNCHES REOPEN FOR DELIVERY AS A LIFELINE TO STRUGGLING RESTAURANTS

Some restaurants that closed due to the COVID-19 pandemic are being given a second shot at revival. Third-party food delivery giant DoorDash has announced its effort to breathe new life into the restaurant space with its Reopen for Delivery program, which will enable establishments to reopen as virtual restaurants and operate out of ghost kitchens. Krazy Hog BBQ, based in Chicago, was the first eatery to join the delivery-only program and paired with virtual kitchen company Á La Couch. Restaurants that are part of the Reopen for Delivery program will have the option to either outsource order fulfillment to the ghost kitchens or supply their own staff to cook meals while DoorDash supplies delivery services.



Restaurants can avoid paying the high overhead costs of staffing its own location by using programs such as these, though there is still the catch of paying third-party service commission fees that can run as high as 15 percent.

MORE THAN ONE-THIRD OF RESTAURANTS CREDIT DELIVERY APP PARTNERSHIPS FOR ABILITY TO STAY OPEN

Off-premises dining has been booming since the pandemic began as consumers wish to still enjoy their favorite meals from the comfort and safety of their own homes. Many restaurants and fast food chains would have suffered further if it not for the assistance of delivery services to boost their brand awareness and reach. A new [survey](#) recently revealed that more than one-third of the 100 industry operators and managers surveyed said they would not have been able to stay open if not for third-party app partnerships.

Restaurants say their biggest worry for the next 90 days is the potential lack of customers, though many are taking steps to prepare for higher off-premises ordering volumes. Approximately 28 percent said they expect to close their dining rooms to offer delivery and takeout exclusively and about 77 percent of respondents said they were already offering delivery via platforms such as DoorDash, Grubhub and Uber Eats prior to the pandemic.

INHOUSE DELIVERY RELEASES BETA VERSION OF DELIVERY PLATFORM FOR LAST MILE LOGISTICS

A new entrant has arrived on the order to eat scene. San Diego, California-based Inhouse Delivery has [launched](#) a beta version of its delivery platform for delivery and to-go orders for a \$99 monthly fee for restaurants. The company aims to function as a driver management and dispatch solution for restaurants

to help manage online orders, scheduling, drivers and routes. Rather than process online orders for restaurants, like most third-party delivery services, it integrates with systems that restaurants may already be using. The platform is intended to help manage the last mile of the delivery by providing driver scheduling, route optimization and real-time order tracking. The startup said most restaurants cannot afford their own delivery drivers and therefore often rely on Uber Eats, Grubhub or other firms. Inhouse Delivery helps enable restaurants to share drivers and bypass the typical 30 percent per-transaction fee that comes with typical third-party services.

70 PERCENT OF CONSUMERS PREFER DIGITAL ORDERING FOR DELIVERY, STUDY FINDS

Consumers used to favor interacting with waiters and cashiers to pay for their bills at QSRs and restaurants before the pandemic. A recent [study](#) found that 70 percent of consumers said they now prefer to order food digitally for delivery and 57 percent have downloaded a mobile app for ordering and delivery. Sixty-two percent of respondents even said their primary reason for choosing restaurants is based on the availability of digital ordering, payment and delivery – all the more reason for eateries to focus on enhancing their digital channels. Millennials and Generation X consumers are the biggest demographic groups of delivery service users at 65 percent and 61 percent, respectively. These trends are not expected to fall off anytime soon as researchers revealed that 46 percent of respondents expect to order digitally for the foreseeable future and 23 percent expect these changes to be permanent.

DOORDASH FILES IPO TO GO PUBLIC, POSTS \$1.9 BILLION IN REVENUE

A major third-party delivery service recently **announced** plans to go public as it filed its prospectus in a move that had been **anticipated** since August.

San Francisco-based DoorDash has **filed** for an initial public offering (IPO) with the Securities and Exchange Commission and, if approved, would be listed on the New York Stock Exchange as Dash. The company reported \$1.9 billion in revenue from January through September 30, up \$587 million from the same nine-month time frame in 2019. Its net losses fell to \$149 million this year through September, compared to \$533 million for same period in 2019. DoorDash has raised \$2.5 billion toward its IPO and was most recently valued at \$16 billion. The delivery service, along with other third-party platform giants, has had strong performances this year due to more customers ordering in during the pandemic.

Order to eat upgrades

72 PERCENT OF QSR FRANCHISEES MADE PANDEMIC-DRIVEN INVESTMENTS IN ONLINE ORDERING, SURVEY FINDS

QSRs were forced to quickly pivot to meet obstacles created by the COVID-19 pandemic and to prioritize the enhancement of online and mobile ordering, delivery, kiosk, curbside pickup and drive-thru features. One recent **survey** of franchisees found that 86 percent of respondents offered delivery and online ordering prior to the pandemic, while 72 percent made improvements and investments in these areas since the pandemic began in mid-March. The surge in drive-thru sales has shown restaurant owners how important drive-thrus can be and 38 percent added drive-thru capabilities. Only 12 percent of franchisees planned to invest in delivery last year, but that rate swelled to 63 percent in 2020. The survey found that 63 percent would invest in the technology, up from 25 percent last year. The QSR space has been able to adapt to facilitating off-premises sales more quickly than most restaurants, according to Mark Wasilefsky, the head of TD Bank's restaurant franchise finance group.

HOW THE PANDEMIC IS SHAPING THE ORDER-TO-EAT SPACE FOR THE SHORT AND LONG TERM

It could be argued that the restaurant industry is bearing the brunt of the pandemic's devastating impacts, and both short and long-term effects are taking shape. Keri Smith, president of Texas-based food safety products and fulfillment solutions provider Dot It, said the pandemic has had a remarkable impact on consumer behavior. Customers were already eating out less at the beginning of the year, for example, but the pandemic caused money spent on dining out to fall by



26 percent to \$54 billion, down from around \$68 billion. Alcohol consumption at home also increased by 16 percent and supermarket sales rose by 8 percent as consumers emptied store shelves. Drive-thru, mobile orders, delivery and grocery pickup orders soared as consumers looked for safe, contactless ways to retrieve their food, and expectations have also heightened for tamper-proof packaging and seals. The long-term effects of these changes could be more challenging to estimate, but they will likely include continued reliance on contactless models and increased demand for grab-and-go foods.

PAYTRONIX TAPS ORACLE POS FOR DIGITAL EXPERIENCE UPGRADES

Customer management and engagement solutions provider Paytronix recently [announced](#) that it has chosen Oracle Corp.'s cloud-based point-of-sale (POS) solution to enhance its order and delivery platform. The collaboration is expected to allow restaurateurs to supplement customers' digital experiences with Oracle's Micro POS integration, providing Paytronix's order and delivery platform with information on lead times, out-of-stock products, store hours and other details as well as making menus available on desktops and mobile devices. The collaboration will also provide improved IT support and automatic updates for small brands while larger operations can benefit from the instant availability of updates across all locations via the cloud.

BURGER KING, POPEYE'S, TIM HORTONS RECEIVE DRIVE-THRU MAKEOVERS

More than 13,000 Burger King, Popeye's and Tim Hortons drive-thrus in North America are getting upgrades. Restaurant Brands International (RBI), the Toronto-based parent company of all three brands, recently [announced](#) the improvements, including the

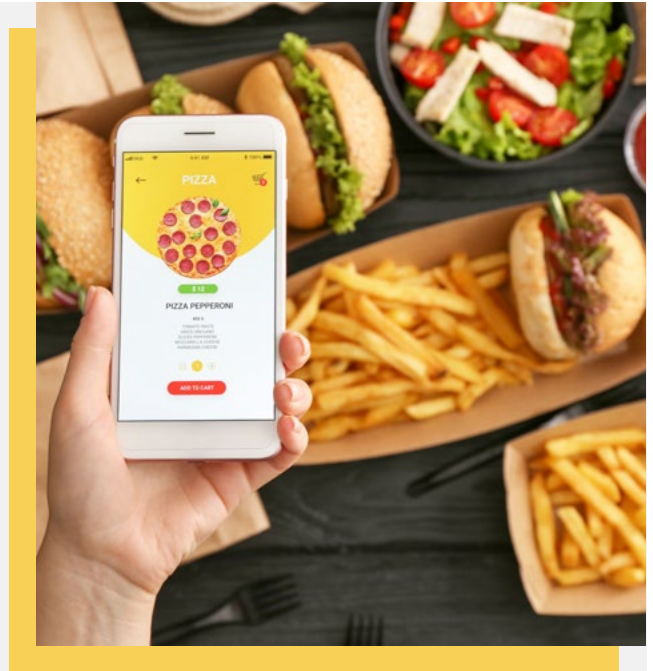
installation of 43-inch digital screens that feature predictive selling technology. The new digital menu boards also can tailor offerings to customers' previous orders, provide links to restaurant loyalty programs and enable contactless payments. Weather-proofing solutions will also be revamped to better account for the seasonal extremes customers confront when using drive-thrus. RBI expects all renovations to be complete by 2022.

PAYTRONIX ADDS SUBSCRIPTIONS TO ITS SERVICES

Paytronix is seeking to help its partner restaurants and convenience stores receive more predictable streams of revenue with the [launch](#) of Paytronix Subscriptions. The product, designed to be a key part of the company's customer loyalty platform, will help smaller businesses set up their own subscription programs and make effective, data-based decisions on adjustments to assure the programs' success. The product can track recurring payments, send customer reminders and manage rewards and tokenization of credit cards.

Industry experts say the pandemic has made subscription programs more attractive to consumers and fueled demand for online ordering and payments. Paytronix CEO Andrew Robbins said in an interview with PYMNTS' Karen Webster that while some restaurants and stores have seen their revenues drop by 60 percent or more during the pandemic, owners remain optimistic as subscriptions prove to be powerful purchasing and loyalty tools during the crisis. Americans spend an average of approximately \$640 a year on subscription services and 34 percent are likely to enroll in more subscription programs in the next two years, according to the company.

DEEP DIVE



Why QSRs Should Lean On Loyalty To Personalize Mobile, Online Dining

Consumers were unwilling to give up their favorite restaurants during the first few months of the COVID-19 pandemic, and this trend has continued eight months into the health crisis. Recent PYMNTS [research](#) found that 31.6 million U.S. consumers shifted from dining in to ordering out when the pandemic began and approximately 26 million of these customers plan to keep ordering food online once it ends.

Customers in rural areas, smaller towns and larger urban areas have all responded differently during recent interactions with restaurants, however, as have members of different generations. This means QSRs' abilities to offer personalized dining and ordering services are critical to satisfying consumers with varying preferences.

The following Deep Dive examines how the ordering behaviors of consumers from different communities have evolved in recent months and explores how their

use of loyalty and rewards programs is changing. It also explains why competitive QSRs must localize their approaches to meet customers' needs.

LOCALIZING DIGITAL DINING

Consumers' pivot to online ordering affords a massive opportunity to QSRs that could help them engage with and retain millions of customers, but restaurants must carefully consider how individuals in different regions and of varying ages are using online and mobile ordering options as well as the tools they value. Online engagement differs significantly between more-populated and less-populated areas, for example. Recent PYMNTS [research](#) reveals that 16.3 percent of U.S. consumers living in larger cities have moved to ordering from QSRs online but only 5.5 percent of those living in small towns have done the same.

Leveraging the same digital strategies to target consumers in large cities and smaller towns could therefore put QSRs at a disadvantage. An aggressive

online marketing or customer engagement strategy will likely have less impact in smaller towns, for example, while in-person approaches are likely to face lukewarm reception in large cities. Coordinating responses and tools that speak to the preferred ordering methods of consumers in all locations is key but far from the only factor that restaurants must consider when personalizing their online ordering methods. Consumers from different generations also interact with QSRs in specific ways, emphasizing certain online features depending on their age brackets.

Recent PYMNTS data [found](#) that baby boomers are more interested in being able to pick up orders without standing in lines, for example, as 10.4 percent of this group cite interest in this feature compared to 3.7 percent of Generation Z consumers. These shares are flipped when it comes to the importance of being able to order via mobile apps, however, with 9.2 percent of Gen Z reporting interest compared to 3.2 percent of baby boomers. Digital strategies must therefore reflect generational as well as the geographical distinctions among consumers. QSRs could bridge many of these gaps with one tool in particular: loyalty programs.

BRINGING PERSONALIZATION TO THE LOYALTY GAME

U.S. consumers place a great degree of importance on loyalty programs. A recent PYMNTS [survey](#) shows that the main reason consumers are not using loyalty programs is because they do not exist. The research revealed that 38.7 percent of respondents who are not currently using such offerings cite programs not being offered as the reason. Many consumers also report being drawn to the digital ordering space by promos or other incentives. One recent [study](#) found that 80

percent of consumers would be more likely to order online or via mobile apps if eateries rewarded them for doing so. Another 37 percent of consumers surveyed also [agreed](#) that they would be interested in ordering from QSRs that offered rewards for ordering remotely or in other ways that aid public safety.

QSRs must get the loyalty factor right to keep customers engaged, but it is important to note that program usage is split along geographic lines. PYMNTS' [research](#) found that 52.4 percent of those in larger urban areas were already using loyalty programs while only 35.8 percent of individuals in small towns said the same. This further highlights that QSRs must tailor their loyalty offerings and overall digital strategies to residents of different areas.

The COVID-19 pandemic will continue to prompt intriguing shifts in the restaurant world, especially if the trend toward embracing digital dining continues as expected. QSRs must adapt to an industry in which diners are seeking restaurants that can provide unique offers and rewards in specific and personalized ways that consider their age and location.

ABOUT

PYMNTS.com

PYMNTS.com is where the best minds and the best content meet on the web to learn about “What’s Next” in payments and commerce. Our interactive platform is reinventing the way companies in payments share relevant information about the initiatives that make news and shape the future of this dynamic sector. Our data and analytics team includes economists, data scientists and industry analysts who work with companies to measure and quantify the innovations at the cutting edge of this new world.

PAYTRONIX

Paytronix provides software-as-a-service (SaaS) customer experience management (CXM) services for restaurants. Its portfolio includes loyalty, gift and email solutions for fast-casual, fast food and quick service restaurants. Once implemented, these can be used to help establishments elevate their brand profiles. Its offerings can also be used to generate data insights to help restaurants pinpoint opportunities to improve their operations and customer engagements. The company’s platform can integrate with many widely used restaurant POS systems. For more information, visit <https://www.paytronix.com>.

We are interested in your feedback on this report. If you have questions, comments or would like to subscribe to this report, please email us at OrderToEatTracker@pymnts.com.

A background image of a dining table with wine, bread, and appetizers. The table is set with several glasses of red wine, a loaf of bread, and a plate of appetizers. The scene is captured from a high angle, showing the hands of diners and the details of the food and drink.

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