

**TOSHIBA**

# What Resilient Foodservice Ops Look Like

## The Digital Dining Divide: Untapped Potential In Customer Experience

Digital tools are poised to revolutionize the customer journey, but many restaurants are struggling to take advantage of their full potential. This presents a critical opportunity to foster deeper connections with repeat customers and build direct relationships.

### Digital Group Dining Experiences Remain Rare

Only **13%** of restaurants currently offer digital solutions to simplify group dining



### Loyalty Gaps In The Delivery Boom

**77%** of restaurants use third-party delivery platforms to expand their reach, but only **8%** have successfully integrated their loyalty programs with these services



### Smart Tech Is Underutilized

Smart technology for balancing fast service with immersive dining experiences is underutilized, with only **25%** adopting efficiency tech and **19%** using mobile apps to enhance in-restaurant experiences



## Streamlining Operations: The Push For Unified Technology

Restaurants are increasingly recognizing the need for integrated technology to manage the complexities of both in-restaurant and online demands, aiming for seamless service and improved efficiency.



### High Priority On New Experiences

**79%** of restaurants are prioritizing the rapid prototyping of new dining experiences, indicating a strong commitment to innovation and adapting to changing consumer expectations

### Customer Interaction Is Key

**68%** of restaurants use interactive digital menus



### Infrastructure Satisfaction Is Low

Reflecting the high desire for innovation, satisfaction with current technological infrastructure stands at a notably low **22%**

## Innovation vs. Infrastructure: The Road Ahead For Restaurants

The drive for innovation is strong, but it's often hampered by existing technological limitations, underscoring a pressing need for robust and adaptable infrastructure to support future growth and enhanced dining experiences.



### Unified Pos Systems Are Gaining Traction

**38%** of restaurants are implementing Point of Sale systems to streamline operations and ensure a smooth flow from kitchen to table



### Adapting To Multiple Order Types

**57%** of restaurants are effectively managing multiple order types and catering to diverse customer preferences and **78%** believe that deploying new technologies and/or experiences across operations is important

## Toshiba's TCx® M11 tablet

Toshiba's [TCx® M11](#) tablet seamlessly integrates into foodservice operations and works with existing apps and services to enhance customer experience and operational efficiency, helping restaurants quickly adapt to new technologies while transforming every meal into an opportunity for connection.

**Learn more about how Toshiba can boost your foodservice operations.**

