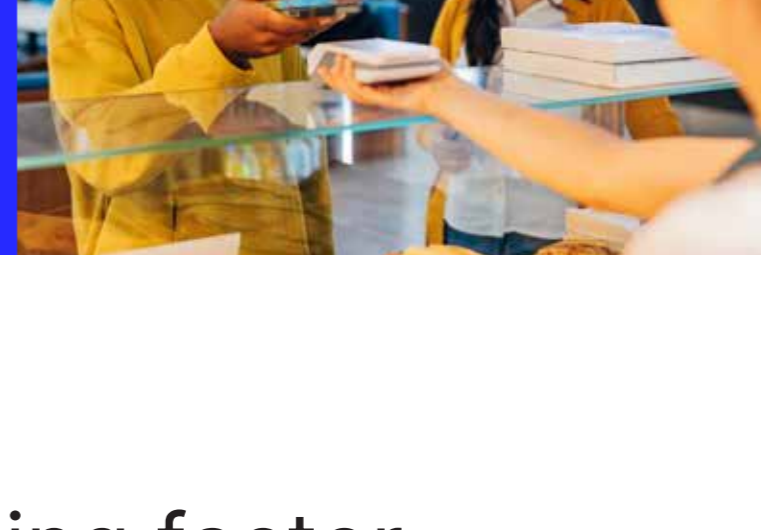
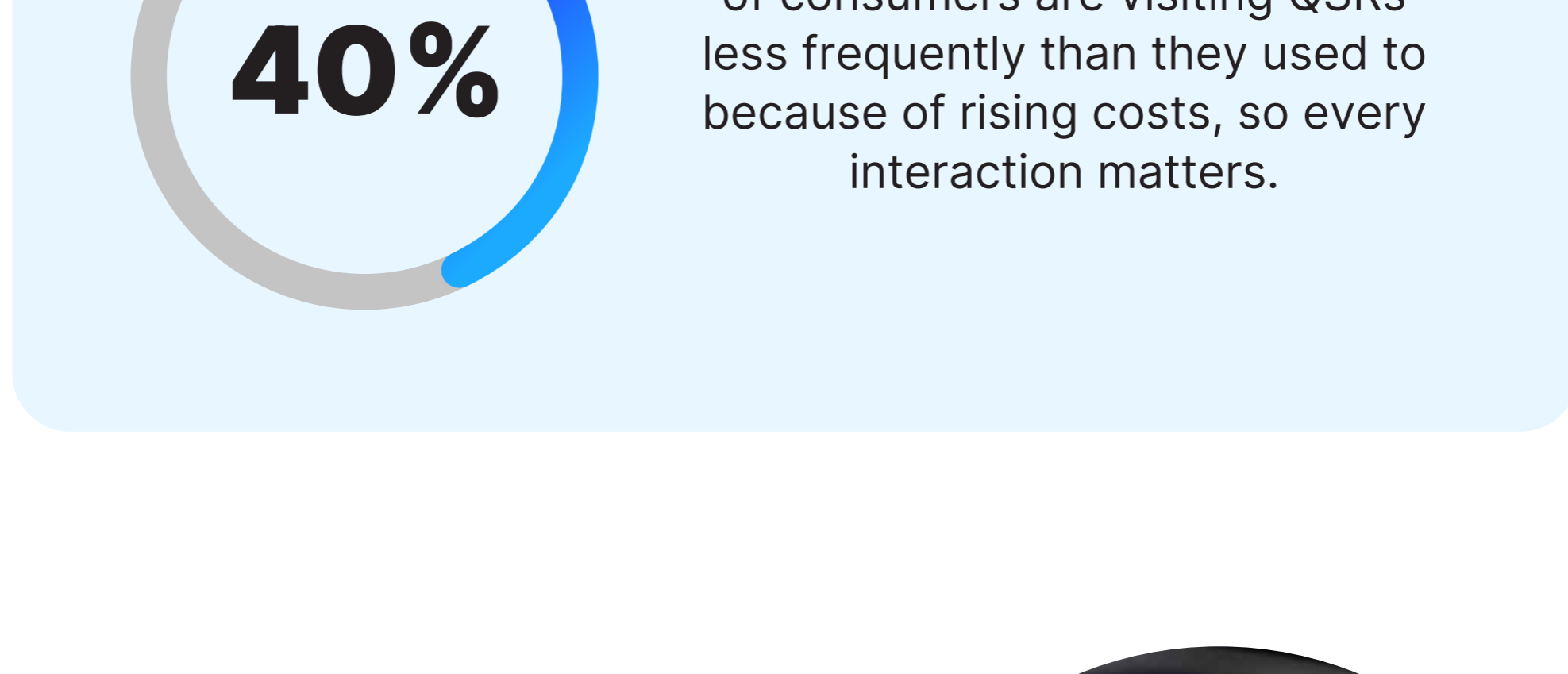




# The QSR Experience That Keeps Customers Coming Back



Customer experience is the deciding factor in QSR loyalty, with speed, convenience and seamless technology all shaping how customers perceive your brand.

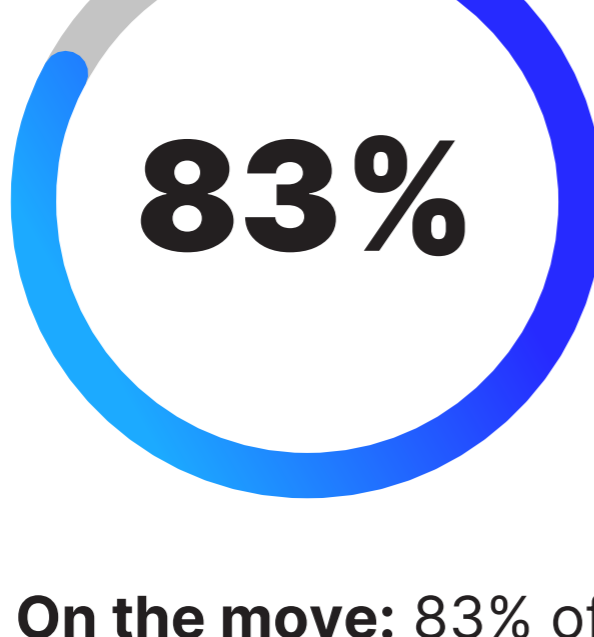


That means your tech, especially at the drive-thru, needs to work harder to support faster service and encourage return visits, reinforcing value at every touchpoint.

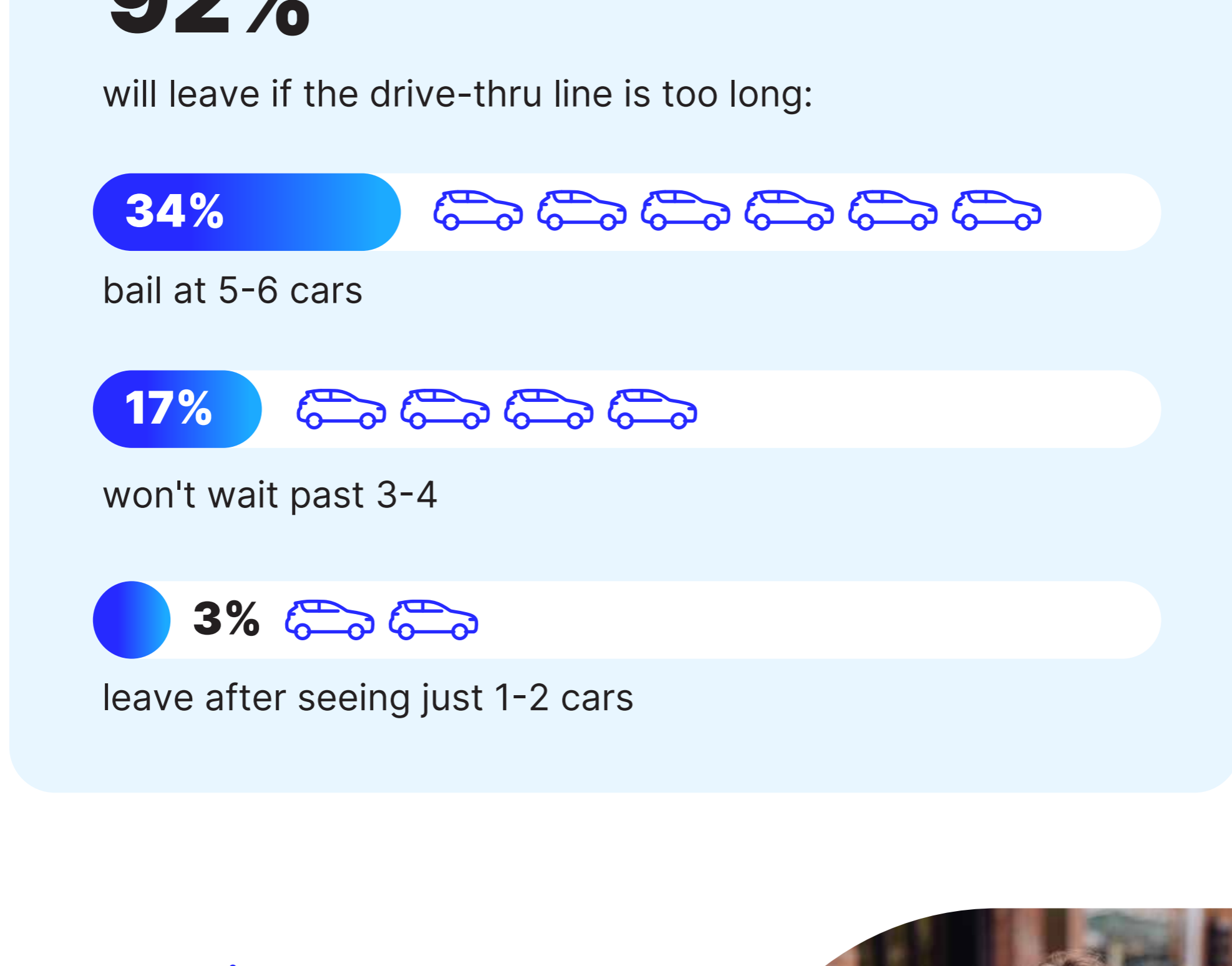


**What really matters to your customers?**  
Global Payments surveyed 1,000 consumers to find out what's on their menu for restaurant experience and what may be driving them away.

## Fast Food Calls for Fast Checkout



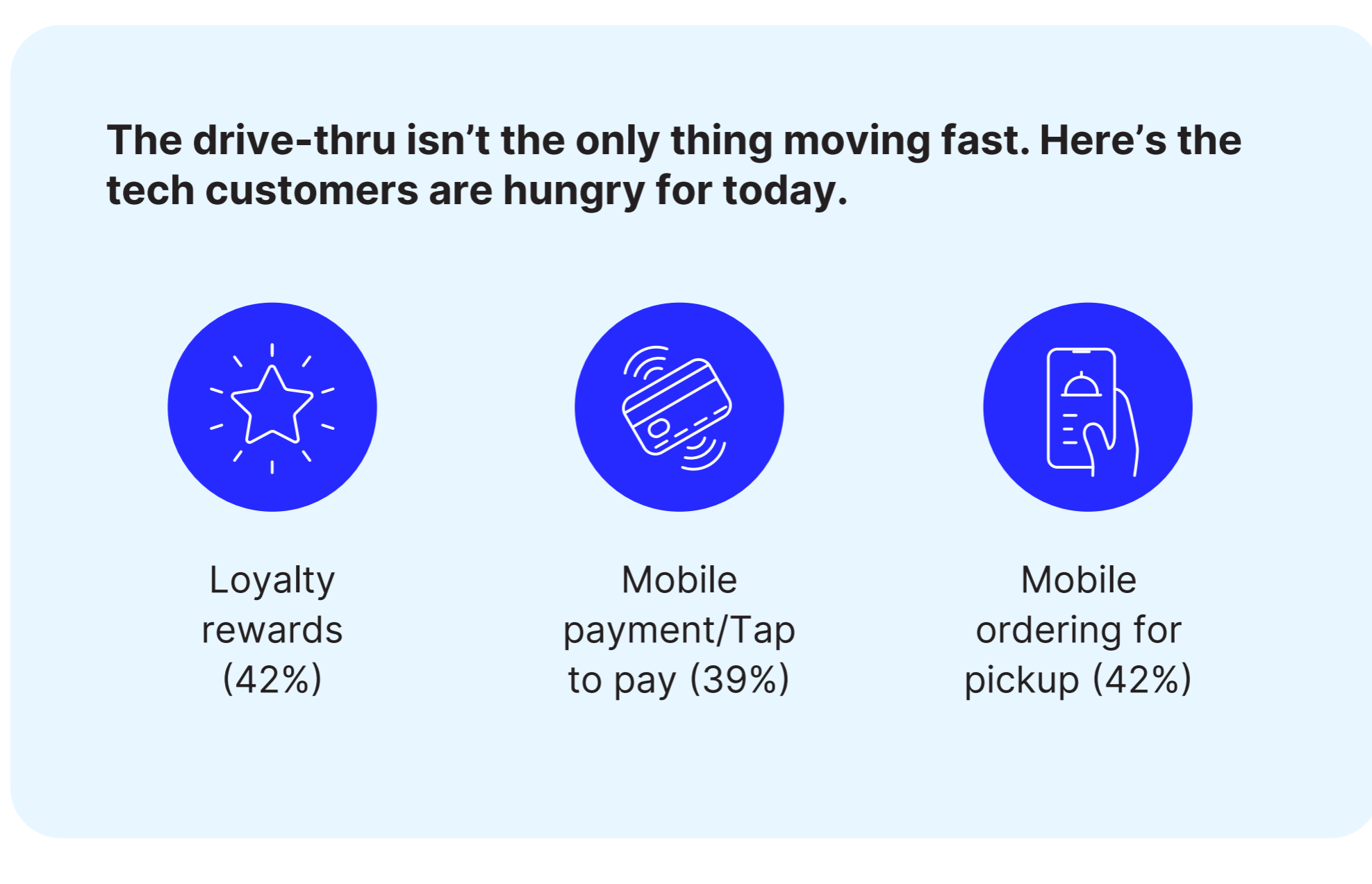
**On the move:** 83% of customers are getting their food to go, but patience is thin.



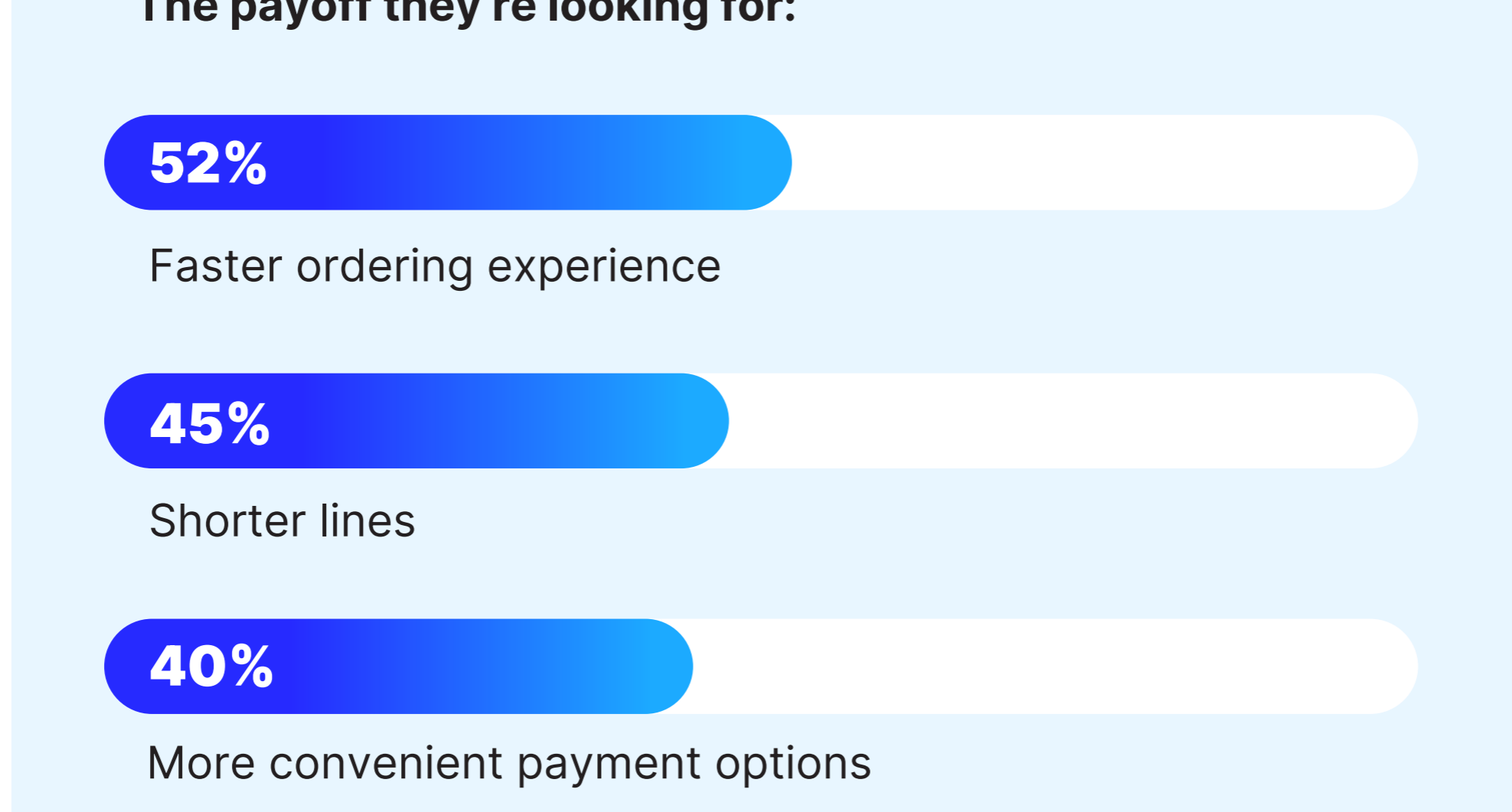
**Here's the dish:**  
**86%** are more likely to stay in a long line if they've had a good past experience at your location. That means prioritizing speed and quality in food prep and payment tech.



## Serving up Options



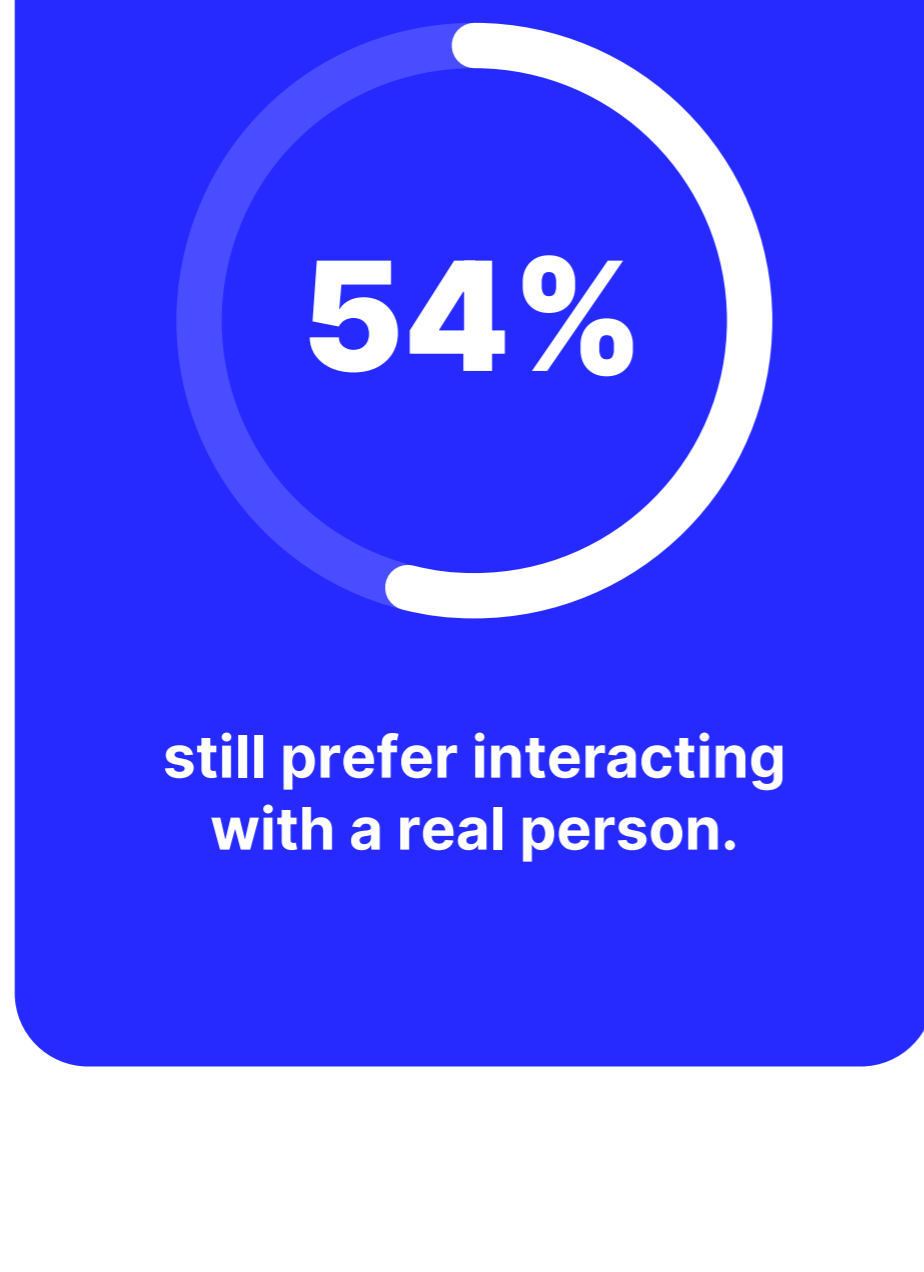
- 69%** Mobile ordering apps
- 66%** Mobile payment/tap to pay
- 62%** Self-serve kiosks



**Here's the dish:**  
Tech adoption is highest when the benefit is immediate. Think speed, convenience and control.



## Hold the Automation... Sometimes



- What's their secret sauce?**
- 43%** say human interaction feels more personal
  - 32%** don't want to download another app
  - 27%** worry about payment security

**Here's the dish:**  
Consumers want technology that enhances, rather than replaces, their usual experience. Offer choices, but keep the personal touch.



## Payments are Where the Rubber Meets the Road

You might think of payments as a side, but when it comes to speed, they're the whole enchilada. No matter how good the food or how fast the service, a clunky checkout can leave customers with a bad taste. A friction-free payment experience is the cherry on top of a memorable experience.

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