

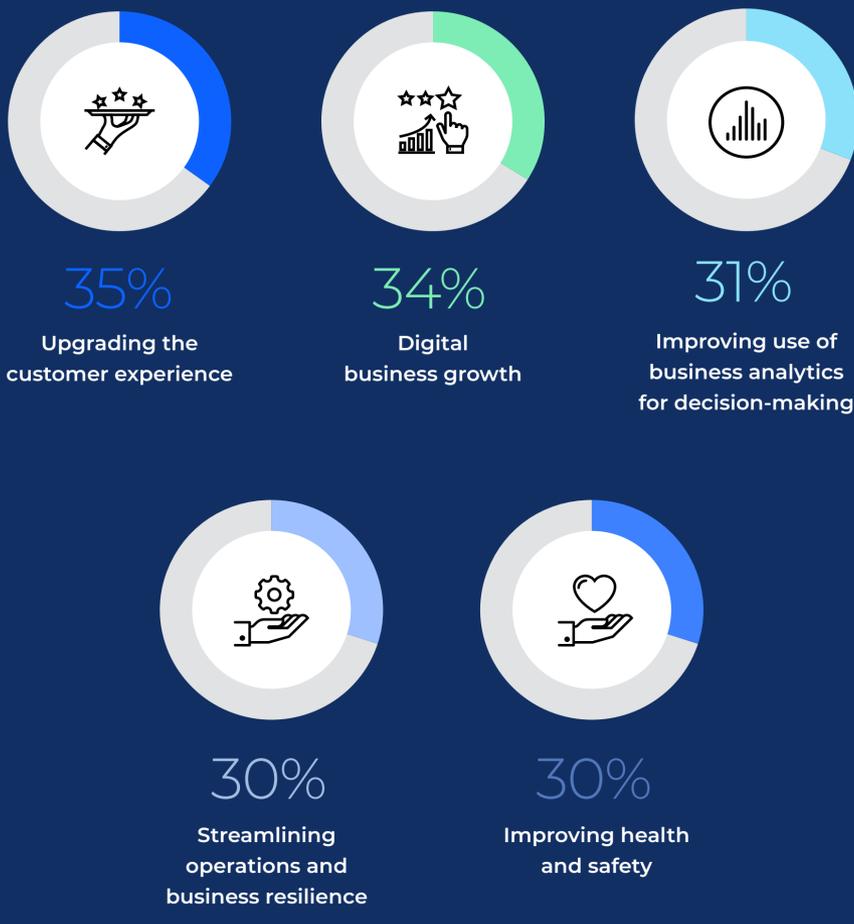
The Technologies Driving Restaurant DX

IT executives in the food and beverage market are focused on business priorities fueled by a heavy dose of technology, an indication they are driving ahead with their digital transformation journeys as they rebound from the global pandemic. Investments aimed at upgrading the customer experience are top of mind, whether it involves mobile ordering or in-restaurant entertainment. Investments are also on the rise for artificial intelligence and Internet of Things technologies as restaurants seek to make better use of data analytics to drive growth.

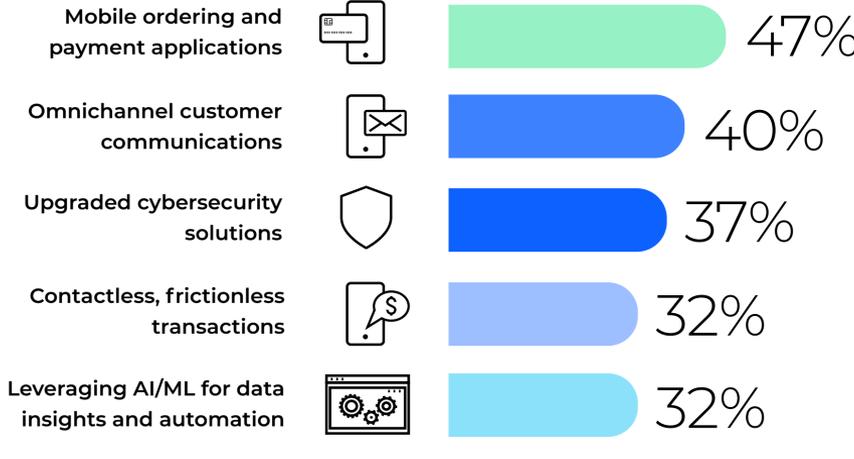


These are just a few of the findings from a survey of more than 200 IT executives by DemandScience in collaboration with Comcast Business. The results collectively paint a picture of restaurants becoming decidedly more digitally driven.

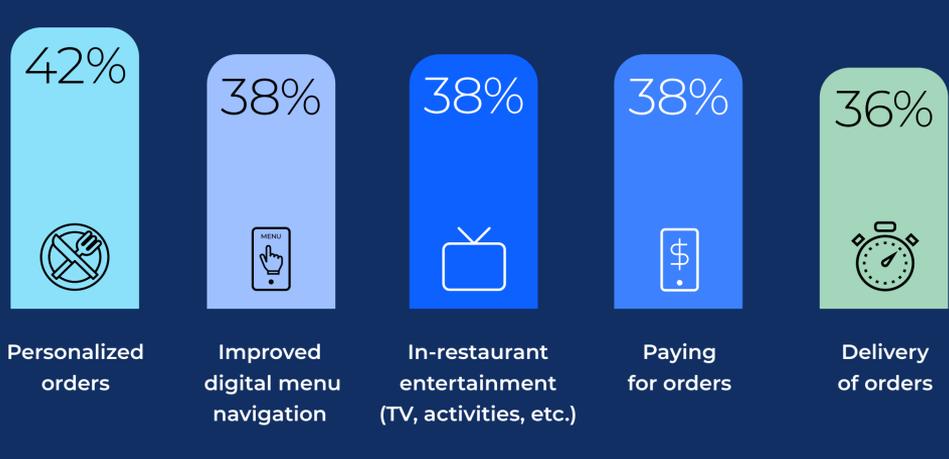
When asked to name their business priorities, the top responses reflect a heavy reliance on technology, beginning with improving the customer experience.



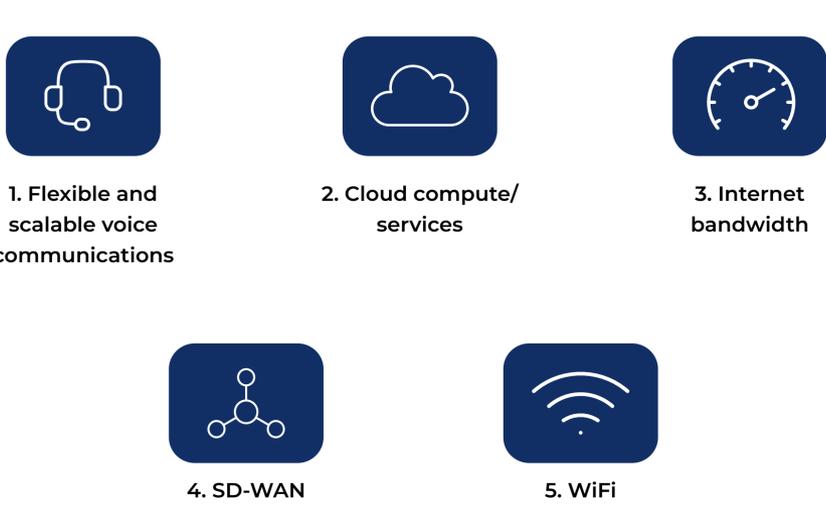
Not surprisingly, the list of technologies the IT execs plan to implement is closely aligned with business priorities that improve the customer experience.



If you want to improve the customer experience, it's best to give customers what they want. Personalization tops the list of customer preferences that are driving technology purchases.



Restaurant IT execs are mindful that it takes sound IT infrastructure to support any digital technology initiative. Asked to rank the IT infrastructure improvements that were most important to their digital transformation strategies, voice, cloud, and internet bandwidth were tops – but not by much.



Data also plays a role in enhancing customer engagement, including these top 3 efforts:

1. To facilitate menu suggestions
2. To drive customer-specific promotions
3. To power rewards programs



Technology is also helping to support back of the house functions, such as:

- Food production
- Automation
- Health and safety
- Scheduling
- Supply chain and inventory management

Food and beverage IT execs do report a number of obstacles are holding them back from implementing digital adoption initiatives, including:

- Overburdened IT systems
- Overworked IT teams
- Misalignment between IT and business strategies
- Disparate networks



Create a differentiated dining experience and enhance systems performance with innovative technologies from Comcast Business. Learn more at business.comcast.com/restaurants-food-services