

STAT: RESTAURANTS ARE UNPREPARED FOR DIGITAL INNOVATIONS

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02 : 05 : 2019 Hospitality : Food : Technology



62% of US restaurant operators feel unprepared for a mobile-first future.

Source: Oracle

Restaurant owners are increasingly under pressure to improve their use of mobile technology, according to a new **report** by Oracle. The research found that just 48% of restaurant operators feel prepared for future mobile innovations, while 59% believe their businesses could be under threat due to the prevalence of mobile-savvy competitors.

These restaurateurs are also aware of how mobile technology can improve their business' labour costs, speed of service and repeat business, highlighting that they are missing out on a huge opportunity to experiment with mobile technology. With large-scale companies such as McDonald's, Burger King and KFC ploughing budget into digital innovations and delivery mechanisms, restaurants are challenged to be more creative in their approach.

In the same vein as **Storefront Salvation**, operators must look beyond the physical and consider integrating an invisible layer of technology into their hospitality spaces.