mobivity

Restaurant Off-Premise Dining Is Here To Stay

Are You Delivering a Guest Experience that Delights?

Full-service, quick-service, and fast casual restaurants have gone through an enormous change since COVID-19 first appeared. The short-term tactic of shifting to a full off-premise model has become a long-term strategy of developing an efficient and convenient program for online ordering and touchless curbside pickup and delivery. Let's look at some of the numbers behind this growing trend.

208%
Increase in curbside pickup during COVID

4/10
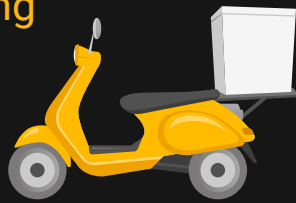Shoppers trying curbside pickup for the 1st time in 2020

Curbside pickup will be more important than delivery after COVID

RESTAURANT

70% Restaurants adding curbside pickup during COVID

43% Restaurant professionals who believe 3rd-party delivery apps come between them & their guests

77% Brands already offering or rushing to offer curbside pickup in 2020

50% Off-premise orders that were curbside or in-store pickup
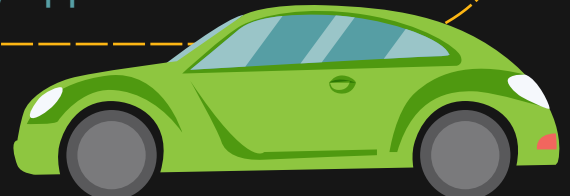
75% Consumers who are more likely to use curbside pickup following the COVID

70% Consumers who prefer that more money from orders goes to restaurants than 3rd-party delivery apps

50% Consumers preferring to interact with restaurants through brand-owned channels

30% Average 3rd-party delivery fee charged to restaurants per order

It's a new world out there. With consumers now expecting more convenience and a better online experience from every vendor, more restaurants are turning their attention to SMS messaging.

Mobivity helps brands deliver a better takeout and delivery experience through text messaging. If your brand is looking to streamline and automate the off-premise dining experience, come talk to us.

Trust the experts to help you close the gaps in online ordering and takeout with a program built on the leading text messaging platform used by more restaurant brands than any other.

To learn more about us, text **TEXTING** to 55333.