

# Predictions for Technology Spend & Adoption in 2024



# Introducing our presenters

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## Prediction 1:

The majority of restaurants expect to increase tech spending in 2024

# 66%

of SMB restaurants expect to spend more on restaurant tech over the next **12 months** (excluding processing costs)

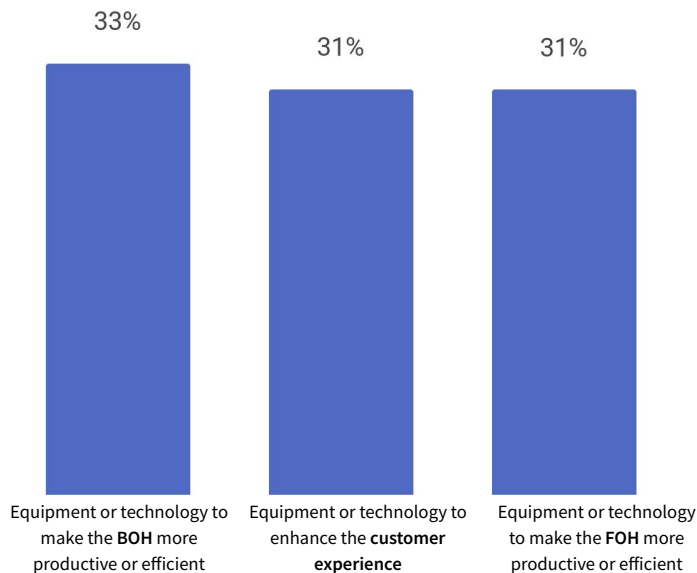
**One-third** anticipate similar levels of **spend**, an increase from 2022 given the current macro environment & challenges



# Prediction 2:

## BOH productivity and overall operational efficiency are expected areas for technology spend

### Anticipated Tech Spend Categories



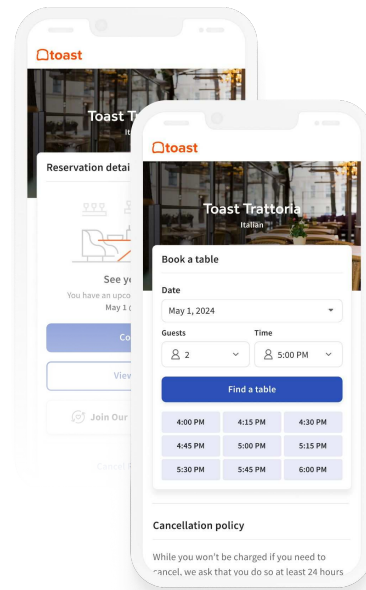
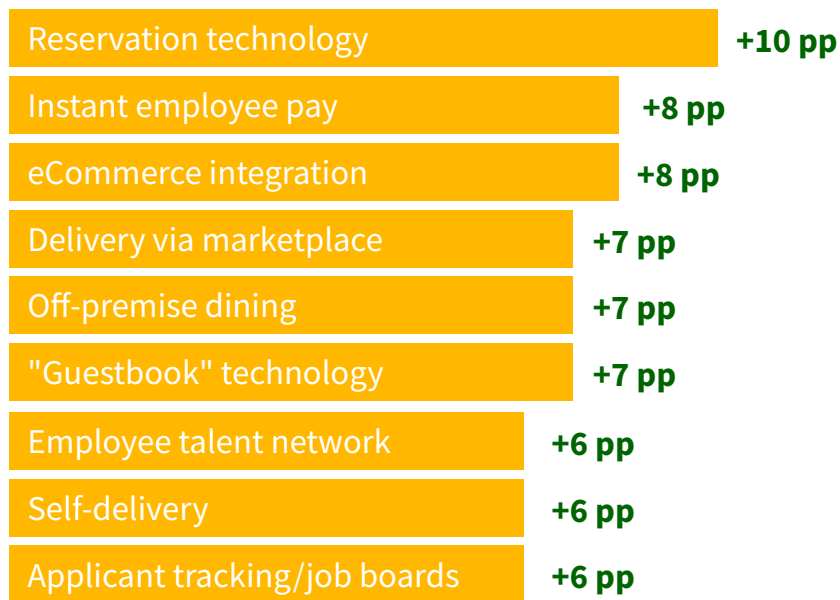
### Additional Tech Spend Categories



## Prediction 3:

Restaurants are expected to place greater importance on Guest and Employee Technologies

### % increase in importance YoY



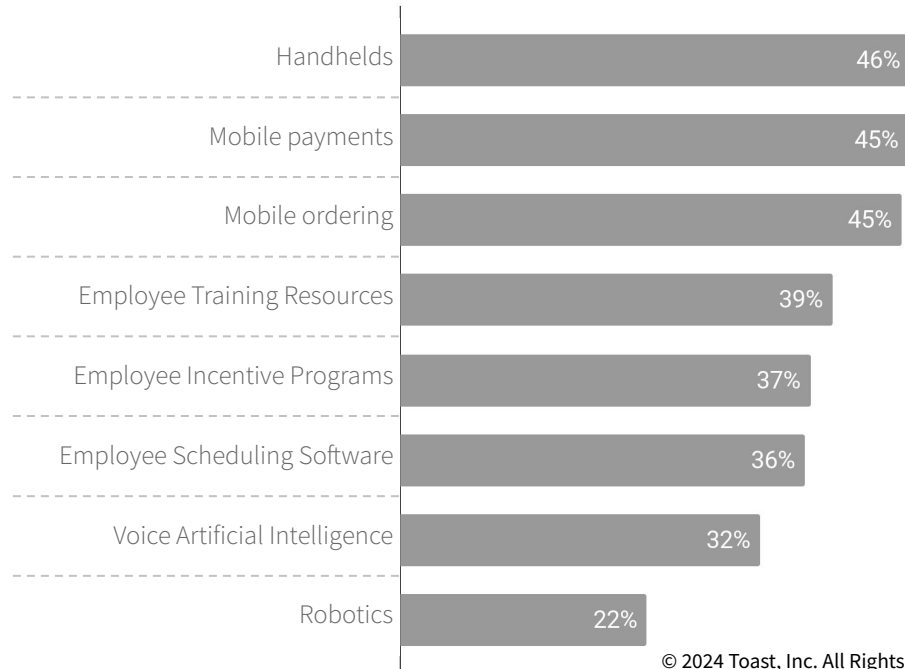
## Prediction 4:

To ease FOH challenges, restaurants want technologies to help them to create satisfying & efficient guest experiences while solving for labor shortages



### Planned Labor Solutions

% of respondents who plan to implement the following options [n=847]

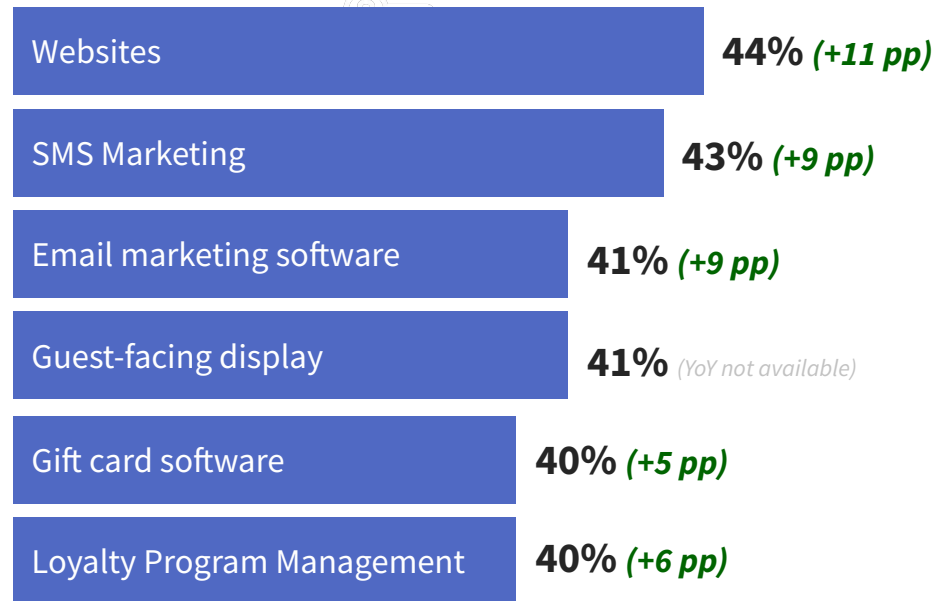


## Prediction 5:

More restaurants will turn to technology to provide better hospitality to their guests



### Planned Adoption of Guest Software (YoY change)



## Prediction 6:

Restaurants will amplify the focus on the employee experience

### Planned Adoption of Employee Experience Software in next 12 months

Tip pooling

41% (+5 pp)

Scheduling

39% (+12 pp)

Instant pay options

37% (+10 pp)





# Final Prediction: Toast will have your back



## Our Mission

We empower the restaurant community to delight their guests, do what they love, and thrive.





# We Aim to Help Benefit the Entire Restaurant Ecosystem

