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 <u>spend</u> <u>more</u> 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

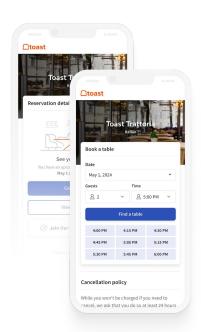


Prediction 3:

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

% increase in importance YoY

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Reservation technology		+10 pp
Instant employee pay		+8 pp
eCommerce integration		+8 pp
Delivery via marketplace	+	7 pp
Off-premise dining	+	7 pp
"Guestbook" technology	+	7 pp
Employee talent network	+6 pp	
Self-delivery	+6 pp	
Applicant tracking/job boards	+6 pp	





Source: Toast's 2023 Market Diligence Report © 2024 Toast, Inc. All Rights Reserved

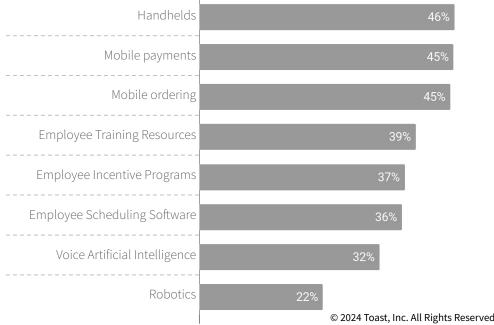
Prediction 4:

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)

Websites	44 % (+11 pp)	
SMS Marketing	43 % (+9 pp)	
Email marketing software	41 % (+9 pp)	
Guest-facing display	41% (YoY not available)	
Gift card software	40 % (+5 pp)	
Loyalty Program Management	40 % (+6 pp)	



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

