



Millennial Diners Demand a Future-Focused Payments Experience

TSYS® Restaurant Payments Study

TSYS®

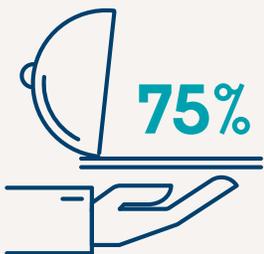
With 80 percent of restaurants risking failure in the first five years of opening, success hinges on much more than offering great food. According to new data from TSYS (which surveyed 1,010 consumers nationwide ages 18-65+), a restaurant's payment technologies — in ways both big and small — can make or break a customer's dining experience. The harshest critic? Millennials.



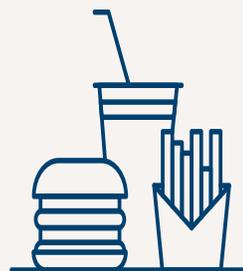


Now Serving: Today's Dining Trends

Dining out has taken on many forms; consumers can choose from quick service restaurants (QSR), fast-casual, sit-down, takeout – you name it. While the physical dining experience can vary, one thing is for sure: Americans love dining out. In fact, 75 percent of respondents say they eat out at least once a week, with nearly half (42 percent) eating out at least three times a week. No matter how many times diners are eating out, payment technology plays a crucial role in their overall experience and satisfaction.



75% of respondents say they eat out
at least once a week



while **42%** eat out
at least 3x a week

Preferred payments for diners paying at the restaurant and eating out 2+ times a week or more:

When paying at a restaurant, the most important capabilities offered according to consumers are:

46%



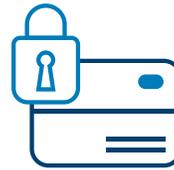
46% prefer to **swipe** their debit/credit card

41%



41% prefer to **insert** their debit/credit chip card

61%



Secure payments and processing

32%



Speed of the transaction

10%



10% prefer to **pay with cash**

3%



3% prefer to **pay with their phone**

6%



Ability to pay at the table

1%



Mobile accessibility



Tech at the Table

American technology is only now catching up to Europe, where "Pay at the Table" – bringing payment devices to customers' tables, effectively cutting out the traditional interim steps – has been present for years. Despite this adoption lag in the U.S., customers are still hungry for modern payment options: the majority of those who are frequent diners (69 percent) would prefer every restaurant to offer a pay at the table option, with 79 percent of those being frequent diners.

Restaurants have an opportunity to capitalize on this demand to not only ensure happy customers, but also to gain an edge over competitors.

If offered the opportunity to pay at the table, preferences span generations:



Millennials



Gen X/Y



Boomers

...would prefer to pay this way if offered.



Diners, Drive-Ins and Deal Breakers

Consumers can be fickle, and one bad experience can make or break opinions about an establishment. According to the data, this goes beyond menu options and ambiance; one-third of diners (32 percent) claim that they would reconsider where they dine based on the payment technology used (or not used). Beyond that, 32 percent of diners noted a payment incident has ruined a dining experience before.

It's no surprise that speed and efficiency are highly valued, and millennials place even greater emphasis on this. Forty-seven percent of millennials claimed the speed of the transaction is the most important aspect when paying at a restaurant, compared to just 29 percent of Gen X/Y and 20 percent of boomers.

Ensuring payment technology that is fast and secure (41 percent of frequent diners would not return to a restaurant if their personal information was breached) is implemented at their local eatery can be one of the easiest ways to keep diners happy and, ultimately, coming back for more.

Payment experiences that have ruined a dining experience include:*

58%

Slow Payment Process

34%

Inefficient Processes

29%

Lack of Acceptance of Preferred Payment Method

20%

Lack of Security or Fraudulent Activity Occurred

12%

All of the Above

About Methodology

TSYS' Restaurant Payments Study was conducted online from April 26–28, 2018. The sample included 1,010 U.S. consumers ages 18–65+ who eat out at a restaurant once a month or more.

About TSYS

TSYS (NYSE: TSS) is a leading global payments provider, offering seamless, secure and innovative solutions across the payments spectrum – for issuers, merchants and consumers. We succeed because we put people and their needs at the heart of every decision to help them unlock payment opportunities. It's an approach we call People-Centered Payments®.

Our headquarters are located in Columbus, Ga., U.S.A., with approximately 12,000 team members and local offices across 13 countries. TSYS generated revenue of \$4.9 billion in 2017, while processing more than 27.8 billion transactions. We are a member of The Civic 50 and were named one of the 2018 World's Most Ethical Companies® by Ethisphere® Institute. TSYS is a member of the S&P 500 and routinely posts all important information on its website. For more, [visit tsys.com](https://www.tsys.com).

To learn more:
Contact 844.300.4349.



*These percentages are the result of respondents selecting all options that applied to their situation. **TSYS Enterprise Data. All trademarks contained herein are the sole and exclusive property of their respective owners. Any such use of those marks without the express written permission of their owner is prohibited. ©2018 Total System Services, Inc. TSYS® is a federally registered service mark of Total System Services, Inc.® All rights reserved. TS8187