

One in ten restaurant-goers admit to cutting in line

Survey also finds that one in twenty have used deception to beat long lines

Bethesda, MD – June 22, 2017 – A survey of consumers has found that one in ten people have “knowingly jumped ahead in a line for a restaurant or café to avoid a long wait”. The survey was conducted by [QikServe](#), the multi-channel order and payment specialist.

The survey found, perhaps unsurprisingly, that 93% of consumers have left or simply walked past a restaurant due to long lines. But one in twenty respondents to the survey also admitted that they had “lied about having a reservation or used someone else’s name to get into a restaurant to avoid a long wait.”

Two-thirds of respondents felt that they would be more inclined to wait if restaurants provided the ability to order via an app while they waited. A majority also felt that would wait if restaurants provided entertainment while they wait, clear communication or alerts about how long their wait will be, or an opportunity to earn greater loyalty rewards.

“We expected to find that most people would avoid a restaurant due to long lines, but we didn’t think that so many people would adopt tactics such as cutting in line or even more deceptive tactics to beat the line up,” said **Daniel Rodgers, CEO, QikServe**. “This really drives home the fact that society is becoming less and less tolerant of waiting for their food and drinks, and that hospitality operators need to seriously consider how to reduce waiting times by offering more convenient and varied options for ordering and payment.”

Another interesting question revealed that, although a majority of respondents would usually pick restaurants with shorter lines, a third of people would potentially choose a restaurant with a longer wait if they had an active loyalty program there.

“This tells us that hospitality businesses should explore options for improving loyalty and ordering convenience to ensure they cater to the full range of consumer expectations,” added Rodgers.

QikServe’s patented technology lets guests order and pay for their food and drinks directly from mobile devices, tablets, kiosks and web sites, helping improve efficiency, reduce labor costs, and increase average order size.

To see the full survey results, visit: <https://www.qikserve.com/wp-content/uploads/2017/06/QikServe-Queue-Survey-Stats-June-2017.png>

About QikServe

QikServe’s patented technology allows hospitality operators to provide the ability to order and pay for food and drinks directly from any device. Using QikServe, guests can use mobile devices, self-service kiosks or web sites to order exactly what they want, when they want it. QikServe is available as a standalone, customer-branded app or can be fully integrated into hospitality operators’ existing mobile apps and POS platforms. It makes use of technologies such as in-store beacons or QR codes to alert customers to download and use the app. Once logged into the application, guests can open their check, add to their order, customize meals or room-service orders and pay for them from within the app. With Gold Partner status in Oracle PartnerNetwork (OPN), QikServe is fully integrated into Oracle Hospitality’s Point of Sale (POS) platform; therefore customers who use Oracle’s POS solution can quickly deploy a fully-branded mobile order and payment service for their diners.

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