

23 June 2016

IT'S ALL SYSTEMS 'GO' FOR MOBILE PAYMENT TECHNOLOGY AS DEMAND RISES

In under two years the number of consumers who use mobile devices to speed up payment has increased from 2.4 million to 3.1 million.

The latest statistics have been issued in a new quarterly report, GO Technology, by CGA Peach and Zonal Retail Data Systems.

Of the 5,000 GB adults polled, 25 per cent who do not currently use mobile devices to speed up payments would consider doing so in the future, with the biggest barrier being a lack of education (39 per cent didn't know it could be done).

Lack of trust also remains a key obstacle, but this is becoming less of an issue as mobile payment becomes more mainstream (31% July 2014 v 20% Feb 2016).

Zonal's chief executive, Stuart McLean, said: "Keeping up with technology and consumer habits isn't easy, but our Guest Obsessed [GO] Technology report is designed to give operators the insight they need to make sure they are on trend and investing in the correct systems and infrastructure.

"The rapid rise in mobile payments is a great example of the pace of change, and hospitality outlets need to make sure they are not only meeting but exceeding their customers' expectations."

The report also indicates that time is still considered the most precious commodity of all and speed of food arriving, followed by paying for the bill being the key frustrations. However, the levels of dissatisfaction are falling and this is thanks to operators adopting technology.

When dining out, 44 per cent of those questioned still state their biggest frustration is food not arriving quickly enough. This has also shrunk by 3 per cent in just 18 months.

For those drinking out, 46 per cent cited not getting served at the bar as their biggest bugbear, but again this has reduced by 8 per cent.

Jamie Campbell, Director of CGA Peach, said: "Speed is still a priority as consumers' time is ever squeezed, but levels of frustrations are starting to fall as companies embed technology into the heart of their operations. It's clear that technology is changing consumer behaviour and operators need to be fully equipped to meet that demand."

2/.

Working in partnership with Zonal, the CGA Peach GO Technology report will track consumer attitudes and experiences with technology when eating and drinking out. The research is conducted quarterly to gain an insight over a period of time to measure consumer behaviour and trends, helping operators to keep one step ahead.

Zonal Retail Data Systems is the leading provider of integrated hospitality management solutions to over 9,000 leisure and hospitality businesses across the UK. For over 36 years, the company has been working closely with clients to enhance the customer experience through market leading technology, experienced people and a partnership approach to business.

ENDS

Issued by Limegreen Communications on behalf of Zonal Retail Data Systems

For further information please contact:

Sarah Perrins on 07774 925943 / sarah@limegreencommunications.com

Jo Mathers on 07799 662389 / jo@limegreencommunications.com