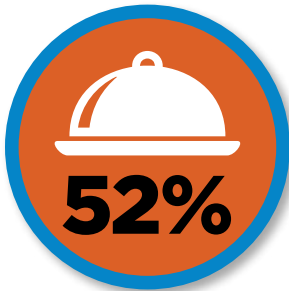


2016 OVUM GLOBAL PAYMENTS INSIGHT SURVEY ANALYZING THE **QSR/DINING** SEGMENT

Merchant spending is **INCREASING** across
vertical segments



FOOD
SERVICES



TRAVEL
AND LODGING



GENERAL
MERCHANDISE



GROCERY/
SUPERMARKET



FUEL/
CONVENIENCE

Expected **ROI** based on increased investment



72%

Launch
value-added services



69%

Increase range of
payment options



73%

Increase
customer retention

New payment technologies will provide
benefits for **QSR/DINING** merchants

76% AGREE



Security and consumer protection **DRIVE INVESTMENTS**



of merchants are concerned about securing customer payment credentials.



of merchants cited security as their key investment driver.

Payments continue as a **CRITICAL PART** of business strategy



81% of merchants see payments as a clear part of their business strategy.

ALTERNATIVE PAYMENTS top interest for **QSR/DINING** merchants



Mobile NFC acceptance
44%



AS OF 2016
50%
OFFER THESE
ALTERNATIVE PAYMENTS



Contactless card
40%

Mobile-based payments lead the way across all sectors.

How will you keep pace within the **QSR/Dining** segment?

Get the full report at

ACIWorldwide.com/qsr-dining