SEVENROOMS

CREATING PERSONALISED DINING EXPERIENCES THROUGH TECHNOLOGY

2020 UK Restaurant Industry Report

FOREWORD

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In the UK, the restaurant industry is undergoing a monumental shift — with rising rent, labour, and food costs contributing to a squeeze on operator margins; and restaurants on the High Street are adapting, bringing unique, differentiated offerings to the table to attract customers.

With the rise of food delivery services such as Deliveroo and Just Eat, consumers can now order, pay and get food delivered to their front door, all through the touch of a button. As such, restaurants need to provide more than just good food in order to drive footfall. And in a world in which regulars can account for up to 40% of a restaurant's total revenue, providing personalised experiences should be a top concern for every hospitality venue looking to boost guest loyalty.

But how can restaurants differentiate themselves in a crowded space? The answer lies in data, and the emerging technologies designed to leverage it. Guest data enables restaurants to deliver an incredibly personalised experience for their customers, increasing loyalty and maximising profits.

This report uncovers some of the key areas consumers want to see improved in the UK restaurant industry. From personalised menus to more streamlined payment processes, consumers in the UK are calling on the increased use of technology to enhance the experience of visiting a restaurant.

CUSTOMER DATA:
THE VALUE EXCHANGE

The younger the restaurant customer, the more willing they are to hand over their personal data in exchange for an improved overall experience. In fact, **48% of Brits ages 18-55+ said they would be willing to hand over their data to restaurants, in return for a more 'personalised' experience.** This increases to 63% among Gen Zers, who are more open to a new generation of restaurants catering to their specific needs.

It's more important than ever for restaurants to provide a personalised and memorable experience to their guests. Using a data-driven operations platform like SevenRooms, restaurants are able to greet guests by name with their favourite drinks, tailor menus to diners with specific requirements, and personalise communications to specific customer segments. This creates a powerful engine that will keep guests returning time and time again.

What's in Personalised Experience?

53% of Brits would like the option of having a **fully personalised menu** tailored to their specific needs, likes and dietary requirements when dining out.

48% of Brits would be **willing to hand over their data** to restaurants to make this happen.

WHERE TECHNOLOGY CAN HELP

Technology has infiltrated every aspect of our lives. As the tools available to us have evolved to become more sophisticated, so too have our expectations of them. People want technology to be thoughtfully incorporated into their everyday lives, and restaurants are no different.

Many opportunities for improvement exist, with the chief concern amongst guests being payments, with **44% of consumers stating waiting too long to pay a bill as their biggest complaint.**

There are many benefits to bringing new technology into a business. Ensuring seamless payments and quick feedback helps not only with satisfaction and turnover of customers, but also provides new data points that can be connected to a clearer picture of your guests. Using data from these systems, operators can create more personalised experiences that align with their customers needs and wants.

41% feel waiting staff are **too busy** and don't pay each table enough attention

20% say they would like **card-less payment options** such as Apple Pay or Venmo

14% of consumers want to be able to give feedback to the restaurant on a **tablet at the table** instead of elsewhere online

25% want the option to pay their bill via a mobile app

USING TECHNOLOGY TO GATHER DATA

Guest data is critical to personalisation. With adequate data, operators are empowered to tailor their marketing and restaurant service to their customers — not only meeting, but anticipating their guests' needs. Technology helps operators gather this data.

With proper technology, each of the top three sources of reservations become sources of guest data. No matter if a guest books directly, on the phone, or by walking in, the restaurant has the opportunity to learn about the guest and begin personalising their experience.

When it comes to booking a restaurant reservation, Brits prefer:

56%
Calling the restaurant directly

48%
Walking in and asking for a table

40%
Directly on the restaurant's website

15%
Third-party websites

CHALLENGES MEAN OPPORTUNITIES

The coming decade will undoubtedly challenge the restaurant industry to incorporate new technology into its guest experiences. But, as ever, where there are challenges, there are also opportunities. For restaurants in the UK, this will mean making every customer feel like an important and valued guest.

By evolving with guests and enhancing the experience from behind the scenes, restaurants can deliver personalisation at scale.

From independents to mid-market restaurants to fine-dining concepts, with the right technology in place, anyone can deliver five-star experiences that engage diners and make them feel special. It will be personalised experiences that set players in this market apart going forward.

For more information, you can access the press release, or reach out to our team at press@sevenrooms.com.

www.sevenrooms.com