

SEVENROOMS

DINERS OF THE FUTURE

Craving personalization, diners warm up to new technologies

2018 RESTAURANT INDUSTRY REPORT

I'd like to make a reservation tomorrow between 7-8 pm.



Great! We have availability at 7pm tomorrow for 2 people. Reply confirm to reserve.



Tues, 7/8 at 7:00 PM
For 2 at Five Figs

Confirm



Your reservation is booked!

FOREWORD



Joel Montaniel
CEO of SevenRooms

Consumers expect technology to enhance the way they live their lives, and dining out is no different. While today this means booking a dinner reservation through Instagram, it could soon mean having your entire restaurant experience, from reservation to payment, handled through your Google Assistant or Amazon Alexa.

In fact, with a [recent study](#) citing that 50 percent of all searches will be voice searches by 2020, changes to consumer behavior are coming fast, and modern operators need to become adept at rising to meet these needs.

It's clear that diners want the conveniences that advanced technology offers, but need it to be implemented in a way that complements, rather than overwhelms, the dining experience. Guest data and personalization are the future of hospitality, and technology is making it even easier for restaurants to engage with their guests, from reservations to meal recommendations. While hospitality will remain a people business at heart, today it's technology that pumps the blood, allowing it to thrive. It's crucial to find technology that enhances the human touch, rather than takes away from it. Those operators who find a way to incorporate technology to their benefit will thrive, while those who don't will be left behind.



RESTAURANTS OF THE FUTURE

Diners are used to personalization in nearly every aspect of their lives, and are bringing these same standards to the dining out experience. Because technology is evolving, so too are their expectations. It's more important than ever for restaurants to understand the forward-thinking diner by enhancing the experience through technology, without removing the human element.

While people want the convenience and personalization that technology affords, they want it applied with an almost invisible touch. The challenge is in walking a fine line between implementing advanced technology the next generation of guests is comfortable using, while ensuring existing diners still feel the familiarity in these dining experiences.

11%



11 percent of Americans would book or confirm a reservation with a thumbprint on their smartphone



Seven percent of Americans would use a **virtual/augmented reality device** to see the restaurant's atmosphere before booking



One in 10 (10%) Americans would use a **voice-powered assistant** when researching a restaurant



Six percent of Americans would use an **AI-powered chatbot** when researching a restaurant



Five percent of Americans would want **robot waiters** as an option at a restaurant



PERSONALIZING THE DINING EXPERIENCE

It's no secret consumers want personalization, and technology is one of the main tools restaurants use to curate these customized dining experiences consistently and at scale. So what are guests looking for when they visit a restaurant?

51% 

Over half (51%) of Americans want their waiter or waitress to remember them from a previous visit



One in five Americans would book a reservation at a restaurant that could **create a personalized menu** for them based on their preferences



26 percent of Americans would use **social media to research** a restaurant



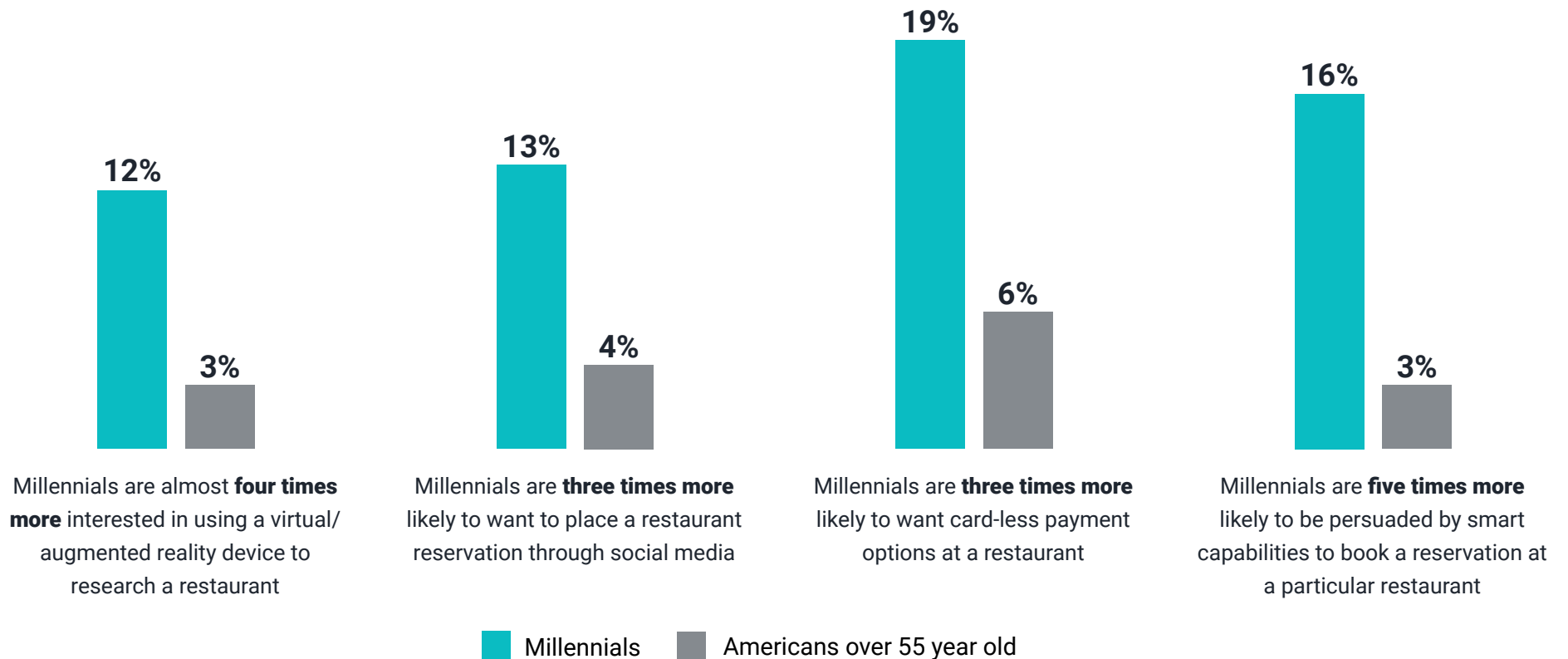
One in four (25%) Americans want the ability to **request the same waiter or waitress** who already knows their food, drink and table preferences



MILLENNIAL MOVERS & SHAKERS

With technology advancing so quickly, it can be hard to keep up. However, with thirty-eight percent of Americans believing that too much technology ruins the restaurant experience, it's also important to incorporate it in a way that's authentic to your brand.

The key to successfully navigating the future of dining is understanding every sector of your audience and figuring out how to use technology to best cater to their preferences. Currently, millennials (age 18-34) are the most open to integrating advanced technology into their dining experience. Compared to Americans over 55 years old:



Technology will be a defining factor in how restaurants interact with their guests, both today and in the future, and finding the right balance of forward-thinking and familiar will be key in keeping guests coming back for more. By evolving with their guests and enhancing the experience from behind the scenes, restaurants can deliver personalization at scale for everyone, leading to happy guests today and in the future.

**For more information,
reach out to press@sevenrooms.com or
visit us at www.sevenrooms.com**

