

# 80%

of customers say the **experience a company provides** is as important as its products and services.

*SalesForce - State of the Connected Customer*



## WHAT IS THE CUSTOMER JOURNEY IN A RESTAURANT?

### Stages of the Customer Journey



The customer journey has evolved at breakneck speed in recent years with the rise of digital technology.



The **channels to promote awareness** have dramatically expanded through the invention of social media, loyalty apps, and targeted online ads.

The consideration phase has also become ever more significant, as customers **now research their choices using online reviews**, check out the website and menu ahead of time, and often get a sense of the place through pictures or Google StreetView.

Online delivery apps also bring new customers, but **sometimes add complications** for restaurants in managing third-party relationships, and can blur the lines of responsibility when orders are late or incorrect.

In the digital era, customers step back and forth between digital and physical interactions.



# 90%

of diners across Europe and the US now base their dining decisions on **online reviews**.

*Tripadvisor survey of more than 9,500 international diners*

## WHAT ARE THE CHALLENGES IN DELIVERING A GREAT CUSTOMER JOURNEY?

### EVOLVING EXPECTATIONS

Customer expectations are not static, and restaurants have to keep up. Customers today demand a flexible, seamless and optimised experience.

### OPERATIONAL COMPLEXITY

Managing the complexity of multiple sales and delivery channels, including third party apps and services, can easily lead to errors.

### MENU CREATION

The number of menu items can be an issue, as too few won't offer enough diversity, while too many can cause choice paralysis. Special dietary needs are also more common today.

### INVESTMENT REQUIRED

Restaurant margins are often tight, making it difficult to make investments to improve the customer experience.

### PERSONALISATION

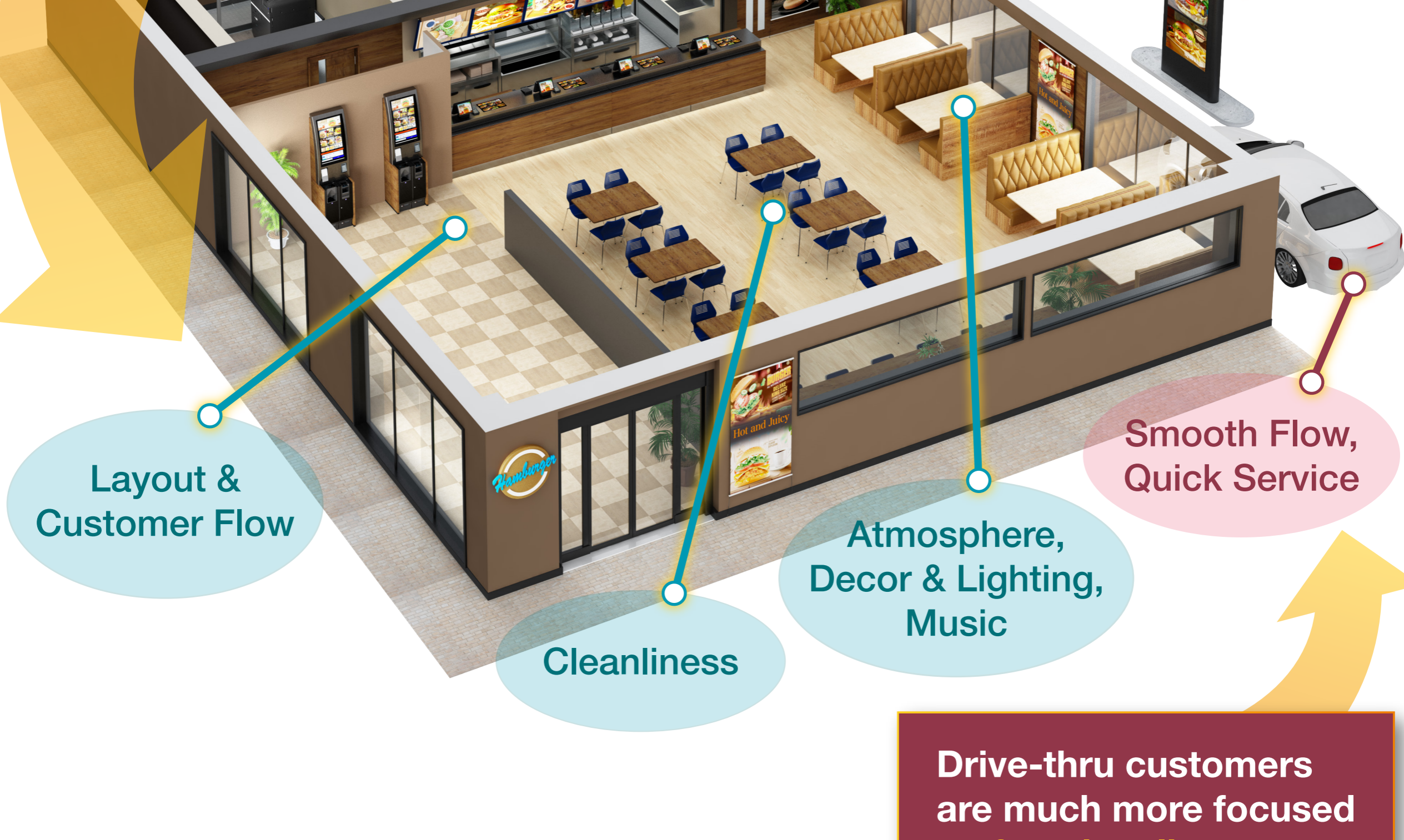
Customers value personalisation and expect businesses to recognise them as individuals, which is difficult to deliver *en masse*.

### STAFF BEHAVIOUR

Being short of staff, or having poorly trained staff, can lead to sub-standard products, slow service, and lack of attention to customers.

## FIRST IMPRESSIONS MATTER

The first thing walk-in customers will take in is the **atmosphere** of your restaurant.



Drive-thru customers are much more focused on **functionality**.

### Drive-thru Facts



# 78%

of customers chose **convenience** as their top reason for using the drive-thru.

# 42%

of customers said **speed** was most important for future drive-thru visits.

# 58%

of customers indicated **order accuracy** was most important for future drive-thru visits.

*QSR Magazine - The 2022 Drive-Thru Report*

## FLEXIBLE ORDERING IS THE NEW NORM

Customers today are used to **flexibility**, and crafting their own journey to a much higher degree than in the past.

Customers may want to order on an app and then pick up in-store

They may enjoy the privacy of using a kiosk

They may prefer the human touch at the manned counter

They might want to use the drive-thru, but then eat in the car park

Whatever path they choose, **integration is key** – with kiosks, app, website, and payment technology all working together to provide a seamless omnichannel experience.

## THE POWER OF THE KIOSK

Kiosks are transforming the customer journey, providing an incredible tool for creating an **omnichannel experience**.

Easily integrate with **loyalty apps**

Provide **personalised recommendations** and upgrades

Can flexibly add **new features** such as table service

Customers spend **10-30%** more on average when using a kiosk

*Average across multiple surveys*

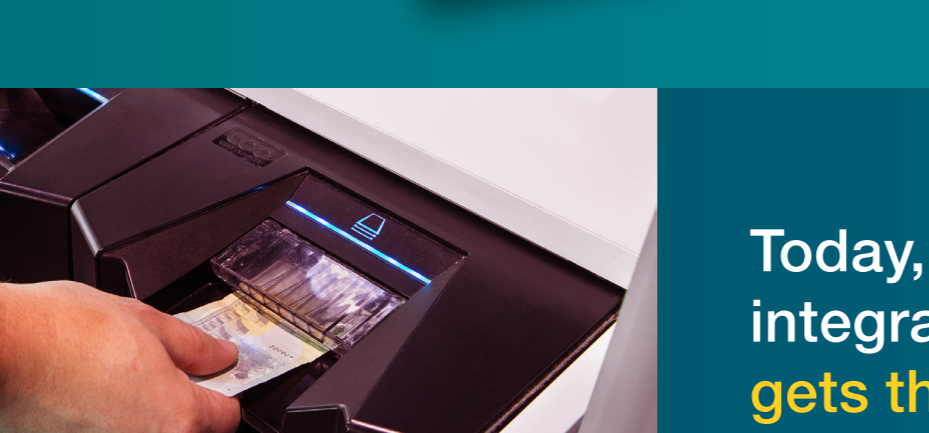


# 80%

of consumers under the age of 40 consider personalised recommendations important to their digital ordering experience

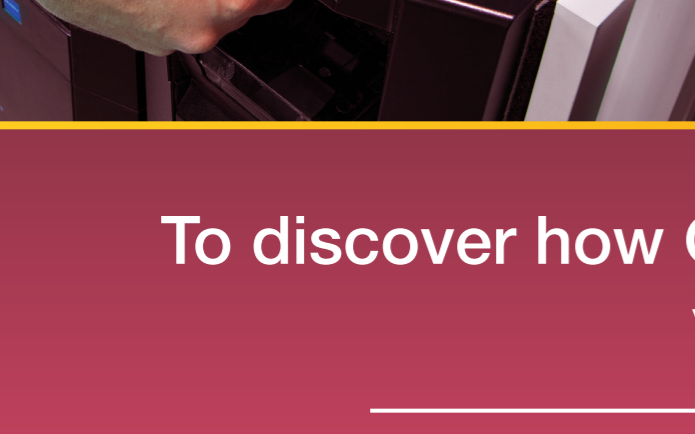
*Forrester Consulting research*

When it comes to payment, customers will want to use their preferred method – which could be **cash, card or mobile phone payment**.



Larry Roberts, CEO of California-based El Pollo Loco, told investors that when the kiosks take cash, **up to 80% of customers use the devices**.

*Restaurant Business Magazine*



Today, cash automation solutions can easily be integrated with kiosks to **make sure everyone gets the payment experience they want**.

To discover how Glory's full suite of restaurant solutions can transform your customer journey, get in touch.

