THE DIGITAL JOURNEY:
Unlocking Opportunities to Attract Consumers
Amidst Digital Disruption

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IT ALL STARTS WITH THE GUEST
“You May Delay, But Time Will Not.”
Benjamin Franklin

IT’S ABOUT TIME
BECAUSE WE ARE BUSIER TODAY THAN EVER
IT’S ALSO ABOUT ATTENTION
DIGITAL TOOLS ARE A WAY TO REGAIN CONTROL
NOW, EVERYTHING, WHEN AND WHERE YOU WANT IT
THIS DISRUPTION LEADS TO MORE COMPLEXITY
DIGITAL ORDERING & DELIVERY – BOTH A TAILWIND & A HEADWIND
THE OPPORTUNITY – AND RISK – IS CRITICAL TO ADDRESS
KEY PROBLEMS TO SOLVE

TRAFFIC
How do we use our online presence to grow traffic?

VISIBILITY OF RESTAURANT
How do we stand out in the cluttered digital world?

GROW CHECK SIZE
How can we motivate guests to expand their digital orders beyond the main course?

INCREMENTAL OCCASIONS
How do we win incremental digital occasions like breakfast or catering?

QUALITY OF OFFERING AND SERVICE
How do we optimize offerings to ensure positive reviews?
WITH ALL OF THESE CHANGES, WE KNEW THAT WE NEEDED TO UNDERSTAND MORE ABOUT THE DIGITAL CONSUMER
THE 4 TIME MODALITIES

RESPONSIBLE TIME
“What I HAVE To Do”
TIME-CRUNCHED
IMPULSE
QSR / FC

PERSONAL TIME
“What I WANT To Do”

CARE TIME
“What With People I LOVE”

RELISHED TIME
“CELEBRATING Milestones”
MORE RELAXED
PLANNED
FULL SERVE

DIGITAL INSIGHTS
UNLOCKING THE DIGITAL JOURNEYS

RESPONSIBLE TIME
MY FAST BREAK
FEED THE KIDS

PERSONAL TIME
TREAT MYSELF
FAMILY CONNECTIONS

CARE TIME

RELISHED TIME
NEED NEW WAYS OF WORKING TO ADDRESS THIS TOGETHER
Information is now at our fingertips. Consumers continuously seek out details on where to go, what to eat, how to get there, and what offers are available connected to most experiences.
MANAGE THE MOBILE MADNESS

Takeout, Delivery and Catering are growing as consumers continue to unlock convenience as ways to help manage their busy lives.
AUTOMATE THE PROCESS

Increased automation helps to remove friction from the operators process in order to allow for focus on other ways to increase the customer experience.
REGARDLESS OF MOMENT, CONSUMERS DESIRE SPEED, CONVENIENCE & CONTROL

- Easy end-to-end process
  simple from explore to order to check out

- Specific consumer reviews
  on food items (with pictures and dates)

- Pre-populated information
  (address, credit card information, etc.)

- Scheduled deliveries for future dates
  (an element of control few take advantage of)

- Ability to track food preparation
  (adds excitement and builds anticipation)

- Ability to track food delivery
  (including timing, driver, and exact delivery time)

- Ability to contact the driver if necessary
  (calls vs email/text/in-app notifications)

- Capability to easily air grievances
  (if order is late, poor quality or incorrect)
THE PATH TO PURCHASE IN DIGITAL IS FAIRLY CONSISTENT AND PAIN POINTS ALONG THE JOURNEY LEADS TO FRICTION
BY ADDRESSING THESE POINTS OF FRICTION WE’VE IDENTIFIED A STRATEGIC FRAMEWORK TO GROW INCIDENCE
AND HAVE GONE DEEPER TO UNDERSTAND THE KEY STRATEGIES THAT CAN BE USED TO GROW INCIDENCE IN ONLINE ORDERING
CONSUMERS’ TASTE PREFERENCES ARE CHANGING AND THE EVOLVING DIGITAL LANDSCAPE ALSO CREATES AN OPPORTUNITY TO DIFFERENTIATE FROM WHAT’S IN HOME.
THERE ARE BASIC ADJUSTMENTS THAT CAN BE LEVERAGED THAT CAN HELP INCREASE CONSIDERATION OF BEVERAGE AND SIDES THAT CAN BE IMPLEMENTED IMMEDIATELY

Sample prices and Do Not reflect pricing in all markets.
WE ARE IMPLEMENTING THESE STRATEGIES ACROSS MANY CUSTOMERS
CLOSING THE LOOP BETWEEN ON PREMISE ACTIVATION AND DIGITAL IS A KEY OPPORTUNITY TO CREATE MORE DIGITAL ENGAGEMENT
3rd party delivery continues to expand and can provide opportunities to unlock digital growth.
Think Synergies, Not Additional Programs

THINGS TO CONSIDER

Connect the dots between digital and the in-store environment.

Leverage in-store promotions to consumers who dine away from the restaurant.

Leverage existing assets, activations, and integrate

Playbooks / Toolkits and Best Practices

Current Year Plans Adapted for Digital

Test and Learns

Operational Adjustments

Consumer Digital Journey

BEFORE IT'S A THING, IT'S HERE.
BY OPTIMIZING VISUALS, VALUE AND PROMOTIONAL OFFERS ON DIGITAL MENUS WE HAVE SEEN INCREASES IN PURCHASE INTEREST.
THE DIGITAL LANDSCAPE OFFERS A BOLD NEW ARENA TO EXPERIMENT AND BUILD BUZZ BY TAPPING INTO THE LATEST TECHNOLOGY TRENDS

THE RESULTS

Became the #1 Meditation Voice Skill On Alexa at Launch
JOIN US FOR THE JOURNEY
THANK YOU!