

In this 24-hour connected world that we all live in. evidence from the latest GO Technology report from Zonal and CGA shows the importance of using your data to target the right consumers with the right special offers.

## **SPECIAL OFFERS & DATA CAPTURE**

OF WOMEN ARE 'ALWAYS' **OR 'OFTEN' INFLUENCED** BY SPECIAL OFFERS WHEN **CHOOSING A RESTAURANT** 

51%

OF THE GB **POPULATION WOULD BE WILLING TO EXCHANGE PERSONAL INFORMATION TO RECEIVE TAILORED OFFERS** 

48% 30%

**OF UNDER 35s ARE DRIVEN BY SPECIAL OFFERS** 



18-24

YEAR OLDS ARE LESS LIKELY TO SHARE PERSONAL DATA **VERSUS AVERAGE PERSON** 





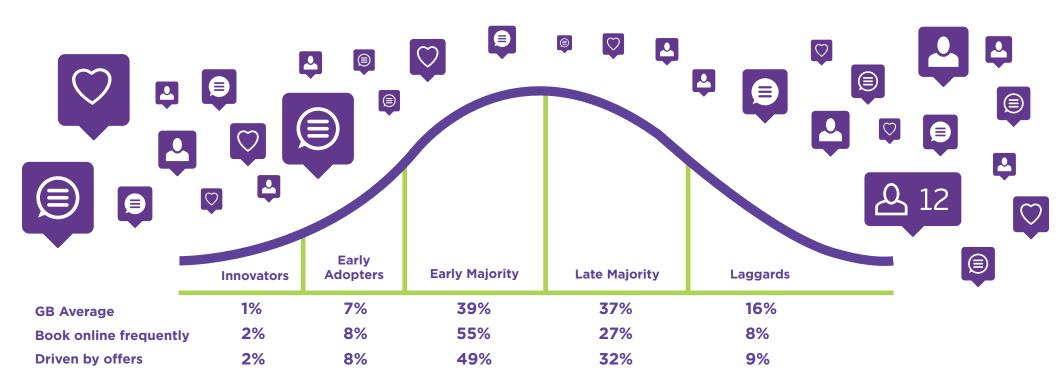






#### **RESTAURANT TECH TAKES OVER THE MAINSTREAM**

Rogers Adoption Curve analysis finds that the *Innovators* and *Early Adopters* are well-versed in technology. *Early Majority* over index when it comes to using technology and are the most frequent visitors to restaurants. Therefore, mainstream brands must have easy to use platforms, integrated booking systems and targeted communications strategies squarely aimed at the *Early Majority* group.



# 47% OF SOCIAL AFICIONADOS -

THOSE CHECKING THEIR SOCIAL MEDIA FREQUENTLY THROUGHOUT THE DAY ARE INFLUENCED BY SPECIAL OFFERS WHEN CHOOSING A NEW RESTAURANT TO VISIT. AND 45%, WHEN DECIDING TO RETURN TO A RESTAURANT, RECEIVE TAILORED OFFERS.

### **BOOKING TABLES**

31%

OF CONSUMERS UNDER
35 BOOK A TABLE
FOR MOST OF
THEIR EATING
OUT OCCASIONS

PEOPLE WHO
FREQUENTLY
BOOK ONLINE
HAVE A WIDER
REPERTOIRE OF
EATING BRANDS
8.6 VS 7.4

**72%** 

OF PEOPLE USE THE RESTAURANT'S OWN WEBSITE WHEN MAKING AN ONLINE BOOKING

92%

OF PEOPLE BOOK TABLES IN THE COMFORT OF THEIR OWN HOME USING A MIX OF DEVICES; PC / LAPTOP IS PREFERRED METHOD

**52%** 

HAVE USED A MOBILE TO MAKE A RESTAURANT BOOKING

### **SUMMARY**

Considering the 24-hour connected world in which we all live, evidence from the latest GO Technology report from Zonal and CGA demonstrates the importance for all operators to consider the impact of technology on the relationships they build with their customers and the way this impacts their ability to offer seamless experiences both offline and online.

Part of the solution is investment in mobile optimised websites that engage the consumer, are easy to navigate and provide an online booking facility, which ensures a seamless consumer experience both pre and at point of visit. Online menus should be easy to locate and all special offers clearly signposted, as consumers seek to make their hard earned cash go further in an environment of inflationary pressures and stagnating salaries.

Technology is part of everyday life for younger consumers who use multiple platforms and devices to interact with brands. They also expect a reciprocal level of engagement. However, they do this with scepticism around sharing data; perhaps driven by a greater awareness of technology and its impact than the older generations. This means that their loyalty is harder won, and they have a more fickle and contrary approach to their relationships with hospitality venues and brands. On the one hand they value special offers, but on the other being wary of sharing the level of personal data to guarantee relevance and personalisation.

The link between social media use throughout the day and the influence of special offers means that this platform may hold the key to delivering important brand messages to these consumers. Targeted and engaging special offers can not only drive frequency but also fulfil acquisition aspirations. Investing in driving engagement on social will more easily enable these messages to reach your customer base.

For further information on GO Technology, please contact **info@zonal.co.uk**