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Postdigital restaurant
Promoting change in the fundamental expectations of the restaurant experience

[1]Implementing an enterprise-wide solution through multiple mobile applications connects all the personas within the restaurant industry — the guest, host, wait staff, management, and executives — and presents an opportunity for restaurants to reinvent the way they operate, ultimately providing excellent customer service and enhancing the brand name:

What is the core business issue?

Customer behaviors have changed through the use of technologies such as social media and mobile devices, where the customer is always connected and informed. Through this, the technology revolution has called for a necessary change in the operational and business models of restaurants as well. Deloitte's proposed enterprise-wide solution provides restaurant employees with the tools that can enable the guests a personalized dining experience.

The need for analytics is important to making sense of the exploding volumes of data about customer behavior and sales. Extracting useful information from the data can help the corporate office make better strategic decisions and help restaurant employees cater to guests. Mobile capabilities are business enablers and the mobile apps demonstrate the creative possibilities available. Furthermore, external and internal collaboration have become an enterprise priority. Bridging the communication gap between internal employees and external guests through mobile and social channels also merge digital and real-world interactions.

How will the Postdigital restaurant promote change in the restaurant experience?

- **Mobile** — Technology-enabled consumers have access to information anytime and anywhere, enabling restaurants to promote and engage in new value-added services that can build stronger relationships with consumers outside the four walls of the restaurant. Mobile technologies can also enhance the employee experience by transforming standard business operations. As mobile capabilities become increasingly mature, a deliberate effort to secure and manage the mobile environment should be considered
  Social business — Traditional social networks have moved beyond early adopters and have expanded expectations around enterprise connectivity. Just as social networks brought about change in the social stratum, bringing social computing into the enterprise can drive results with both internal and external stakeholders. The "bottom up" social computing revolution will bring about change in the way restaurant executives collaborate, inform, and conduct business.

- **Cloud** — Capability clouds can move beyond the building blocks of capacity to accelerate time-to-results and deliver finished services that directly address business objectives and enterprise goals. Static restaurant ecosystems can be transformed into dynamic value chain enablers overnight.

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- **Cyber intelligence** — Compliance requirements for data security and privacy are becoming increasingly complex globally. This has placed pressure on restaurant information technology to stay ahead of emerging threats while responding to existing ones. As a result, a full cyber framework must combine traditional cyber security with cyber forensics, cyber analytics, and cyber logistics to prepare, predict, prevent, and protect against threats.

- **Analytics** — The amount of data produced and stored on the web continues to expand rapidly. Driven mainly from social networks and content repositories, unstructured data presents several opportunities for the restaurant Chief Marketing Officer. Strategies to engage with the guest in a meaningful way allows for the collection of invaluable data about guest preferences. This 360-degree view of the guest can facilitate interaction with the guest after they leave the restaurant in the form of targeted offers, resonating messages, and personalized communications that can influence repeat visits.

How Deloitte can help?

- Reimagine operational processes, redefine engagement models, and retool clients to harness a new era of disruptive technology.

- Inform new imperatives and business decisions through real-time insights.

- Foster collaboration by integrating business units through social communities.

- Empower specific individuals and the restaurant employees to become brand ambassadors, providing effective and cost-efficient
marketing power.

- Leverage and integrate existing third-party vendors to enhance and facilitate standard guest processes, such as reservation booking and payment processing.

Our business approach

For many organizations, enhancing both the guest and employee experience is a clear opportunity; however, understanding where to begin may not be as straightforward. Information technology investment should start with clear

business objectives founded on a well-defined business case with outcomes that can be measured. As a technology leader for service-based industry, Deloitte will provide guidance on three specific platforms:

- **Transactional:** Agility can be enabled and enhanced with real-time transactions delivered across the organization. In order to empower your employees and enhance your guests' experience, information should be provided consistently throughout the organization.

- **Insight:** Richer insight can come from the vast amounts of structured and nonstructured customer and employee data flowing through your infrastructure. A tenet of this platform will be flexibility to accommodate the ever-changing demands of the business.

- **Experience:** A highly visible platform of this technology revolution is experience. Both guest and employee will interact with your organization through a myriad of devices and interfaces that, when done right, can drive revenue and margin opportunities.

Incorporating each of these platforms can be a significant undertaking. However, the interaction of the three can enable competitive disruption. Technology leaders should become strategists and ignite the organization to deliver on these capabilities. For those that take this leap, the rewards can be significant; for those that do not, competitors may seize the opportunity and change the rules of the game.

Let us get started

For further details or a demonstration of how our data quality framework can help you, please contact:

Scott Rosenberger
Principal, Deloitte Consulting LLP
Atlanta
Tel: +1 901 322 6880
Email: srosenberger@deloitte.com