

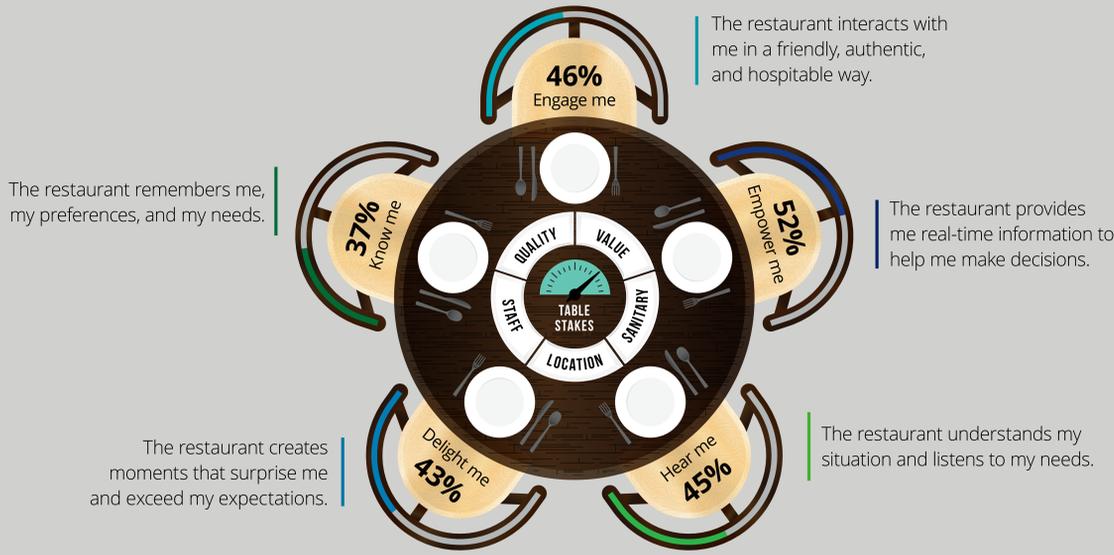
# Through guests' eyes: Serving up a great restaurant customer experience

Restaurants can no longer excel simply by providing good food, at fair prices, in a clean venue. To stand out, restaurants must align their customer experience (CX) strategy so that guests feel engaged, empowered, heard, delighted, and known. We surveyed more than 2,000 US restaurant guests about the factors that influence their experiences across dining formats. Find out what today's restaurant guests are really expecting from their dining experiences.



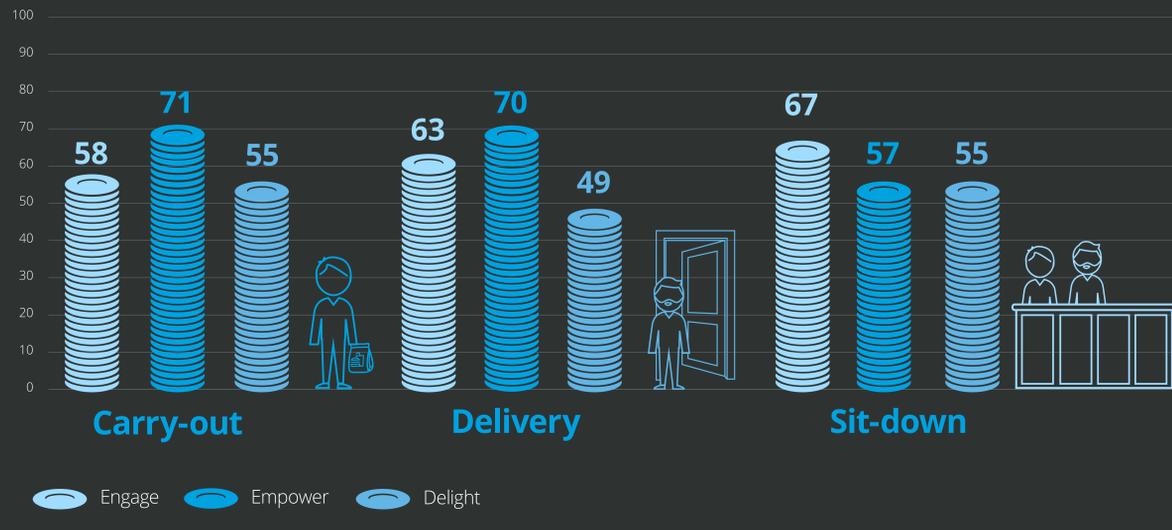
## What can restaurants do to win over their guests?

The colored bars indicate the average percent of surveyed restaurant guests who are very or extremely satisfied by each experiential element. Focusing on these areas can help restaurants close the gap.

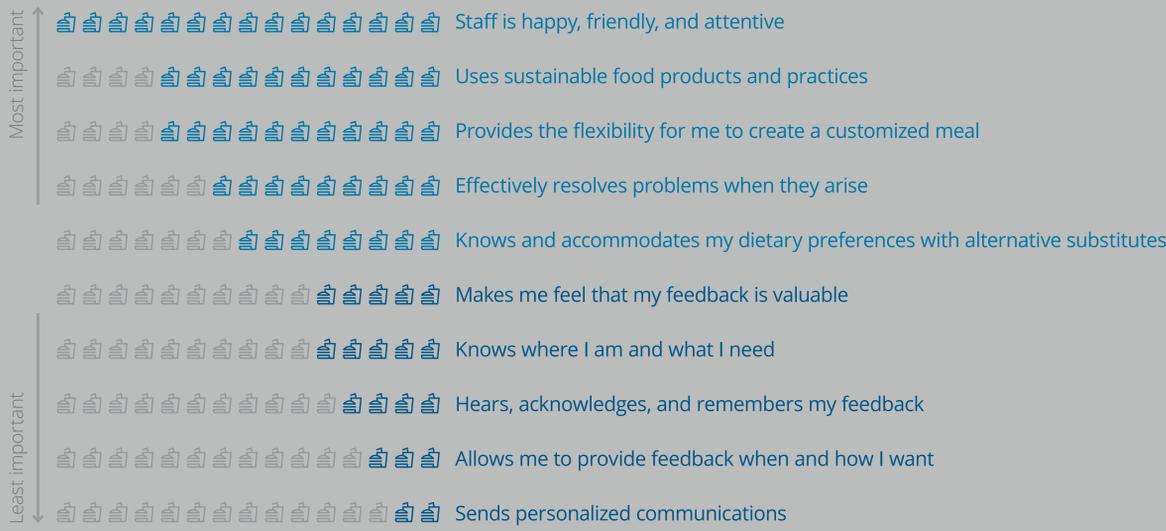


## Across dining formats, what are customers looking for?

Surveyed restaurant guests allocated points to the 5 experiential elements shown above. All scores are out of 100.



## Which qualities are most important to a restaurant guest?



## What are the rewards for making an investment in restaurant CX?

Restaurant brands that make a commitment and investment to elevating their CX can reap measurable returns.

Restaurant guests often share their experience with others.



60% of guests said a positive experience will cause them to dine at the restaurant more frequently

When guests had a positive experience at a restaurant:



41% of guests recommended the restaurant to family or friends



39% of guests said a good experience has caused them to spend more at a restaurant

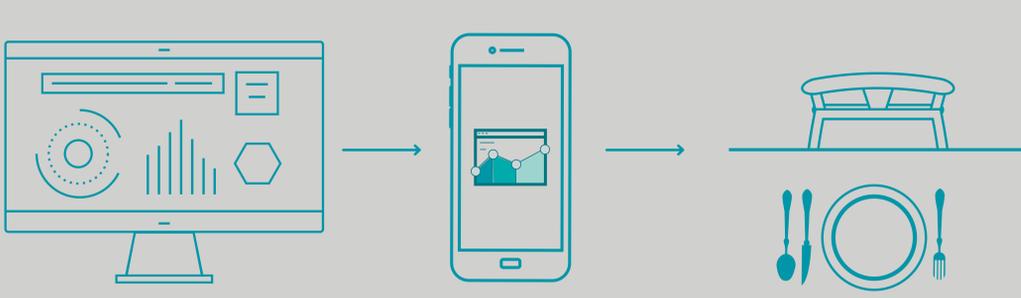
When guests had a poor experience that was not resolved by a restaurant:



73% of guests told their family and friends about the poor experience



## How can you start redefining your restaurant's CX strategy?



**1. Start by gathering data** about your guests, turn data into insights, and then place those insights into action.

**2. Leverage digital technologies** to help the right data reach the right hands at the right time. Enable guests to dictate their own journey by empowering them with more information and equip the frontline with real-time analytics to empower them to improve an experience in the moment.

**3. Develop the capabilities to engage the frontline** to make fast, high-touch changes. Remember, individual moments between employees and the guest make the difference.



## Ready to put these ideas to the test?

Deloitte's customer intelligence labs are custom tailored sessions that help organizations rapidly innovate, prioritize, and focus on what is most important and impactful. Contact us to learn how your restaurant can get started.

**Ashley Reichheld**  
Principal  
Deloitte Consulting LLP  
areichheld@deloitte.com

**Oliver Page**  
Senior Manager  
Deloitte Consulting LLP  
opage@deloitte.com

**Stephanie Perrone Goldstein**  
Senior Manager  
Deloitte Consulting LLP  
sperronegoldstein@deloitte.com

**Jeffrey Samotny**  
Manager  
Deloitte Consulting LLP  
jsamotny@deloitte.com

[www.deloitte.com/us/restaurant-cx](http://www.deloitte.com/us/restaurant-cx)

Source: Restaurant customer experience survey, Deloitte Consulting LLP, 2017