Through guests’ eyes: Serving up a great restaurant customer experience

Restaurants use a range of metrics to analyze guest experiences, but focusing on too many can lead to confusion and a lack of clarity. A Deloitte study suggests that you might just need to focus on the two or three most important elements. To help you identify the most important experience elements, today’s restaurant guests are really expecting from their dining experiences across dining formats. Find out what today’s restaurant guests are really expecting from their dining experiences. We surveyed more than 2,000 US restaurant guests about the factors that influence their delighted, and known. We surveyed more than 2,000 US restaurant guests about the factors that influence their delighted, and known.

What can restaurants do to win over their guests? The alignment of emotion and engagement ensures that guests are not only satisfied, but also delighted and engaged. Delight and satisfaction are the new mandarin oranges. To truly win over today’s restaurant guests, you must align your customer experience (CX) strategy so that guests feel engaged, empowered, heard, and valued. Restaurants must align their customer experience (CX) strategy so that guests feel engaged, empowered, heard, and valued.

Restaurants can no longer excel simply by providing good food, at fair prices, in a clean venue. To stand out, not only to attract, but to retain your restaurant guests, you need to excel at personalization. The restaurant understands my preferences, my needs, and my needs. The restaurant makes a commitment and investment

Ready to put these ideas to the test? Deloitte customer intelligence experts are custom-tailored sessions that help organizations rapidly innovate, prioritize, and focus on what is most important and impactful. Contact us to learn how 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

Across dining formats, what are customers looking for? Over 5,000 restaurant guests selected points for the experiential elements shown above. All scores are out of 100.

What are the qualities that guests/ customers are really expecting from their dining experiences? Much has changed in the restaurant sector, the dynamics of the customer experience. Restaurants are moving quickly to a more personalized, more engaging, and more delight-focused approach. Restaurants are moving quickly to a more personalized, more engaging, and more delight-focused approach.

What are the rewards for making an investment in restaurant CX? Restaurant brands that make a commitment and investment in elevating their CX can reap measurable returns. Restaurant brands that make a commitment and investment in elevating their CX can reap measurable returns.

Which qualities are most important to a restaurant guest? Delighted guests are loyal; with other restaurant guests, they are even more likely to return. Delighted guests are loyal; with other restaurant guests, they are even more likely to return. Delighted guests are three times more likely to recommend a restaurant to a friend or family member, and almost five times more likely to return than their counterparts. Delighted guests are three times more likely to recommend a restaurant to a friend or family member, and almost five times more likely to return than their counterparts. Delighted guests are three times more likely to recommend a restaurant to a friend or family member, and almost five times more likely to return than their counterparts. Delighted guests are three times more likely to recommend a restaurant to a friend or family member, and almost five times more likely to return than their counterparts.

How can you start redefining your restaurant’s CX strategy?

1. Start by gathering data about your guests, including their preferences and then plan those insights into your strategies.

2. Leverage digital technologies to immediately replicate the customer’s experience online and ensure that the customer experience is consistent with the delivery of the restaurant.

3. Develop the capabilities to engage in a meaningful way. The guest make the difference.

4. Engage with guests, partner with your vendors. Engage with guests, partner with your vendors.

5. Carve out a vision to engage the frontline in a way that truly engages. Ensure that individual interactions between guests and the front line have the differences.

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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.

What can restaurants do to win over their guests?

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