

Rethinking restaurant customer loyalty

A few basic things matter the most in driving restaurant brand loyalty, but those are not the only things that matter.

Deloitte performed extensive consumer loyalty research, surveying more than 4,000 people to gauge the current state of loyalty in the fast service and casual dining restaurant sector.

You've captured their attention. Less so, their wallets.

43% of respondents spend less than one quarter of dining budget at their favorite restaurant.

Median \$ spent per visit:



What did we learn?

A few things matter most to everyone—**price, taste and service**

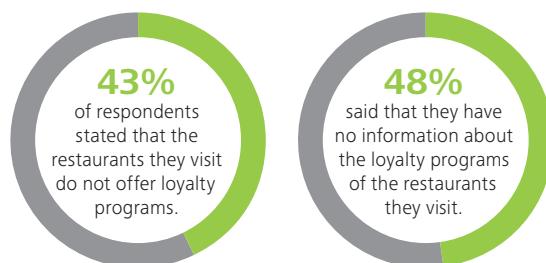


More than **7 in 10** respondents say that they like their favorite restaurants' signature menu offerings.

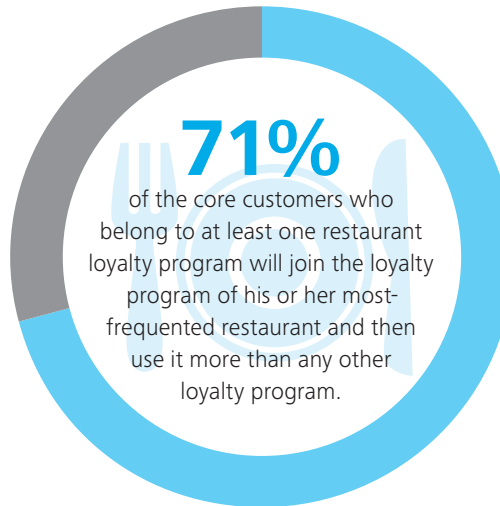
Do loyalty programs matter?

- Loyalty programs ranked only **19th** out of **23** attributes in terms of what is important to restaurant consumers.
- Ranked only **24th** out of **28** factors that drive repeat patronage.
- 50.4%** of survey respondents said that they belong to at least one restaurant loyalty program.

Why don't people join?



Loyalty program effectiveness



59% said that he or she would serve as a brand ambassador compared to only **37%** of core customers who don't belong to any restaurant loyalty program.

48% say that they have developed a personal relationship with the brand, compared to only **29%** of core customers who don't belong to any restaurant loyalty program.

What do people want in a loyalty program?



1. Instant rewards



2. Personalization



3. Simplicity



4. Recognition



5. Engagement

People don't reject loyalty programs—they would join overwhelmingly if restaurants offered or if customers knew about the programs

But do your most-frequent customers belong to your program?

LOYALTY CARD

Only **26%** of those who belong to at least one restaurant loyalty program say that their most-frequented restaurants even offer loyalty programs.

A restaurant that doesn't offer a program—and promote its existence—misses out on that heightened engagement with their best customers that appears to be so available to them.

LOYALTY CARD

Source: "Second helpings: Building consumer loyalty in the fast service and casual dining restaurant sector"

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