







People must eat, but they don't always have to eat out.

Moreover, they don't always have to eat out for the same reasons. What lured people out of their kitchens and into your restaurant five years ago won't work as well today.

The next-generation patron has at least three food delivery apps on their smartphone, their Instagram profile puts professional food photographers to shame, and their foodie opinions and influence on social media matter more than any food critic's review. You need them more than they need you – and they know it. Thankfully, everything the next-generation patron wants has already been demystified, which makes it that much easier to keep luring them back.



# THINK OMNICHANNEL

Mobile and online ordering, restaurant apps and mobile payments have all been leading consumer trends at some point or another in the past few years. Yes, these are all excellent innovations for attracting patrons and boosting their satisfaction levels. However, there's an easier way to turn next-generation patrons into faithful converts – unified customer experiences. Or in one next-generation word: omnichannel. Omnichannel ensures that patrons get the same engagement with your restaurant on all your channels. So, whether it's through your app, in your restaurant or online, your patrons should always get a seamless, unified experience.

#### **FOCUS ON ENGAGEMENT**

Speaking of channels, it's important not to waste an opportunity to meaningfully engage with your patrons whenever possible. So for instance, if you have an app, you can beef up its engagement with beacon technology. This allows you to know when a patron is near or in your restaurant so you can send targeted messages to them. You might greet them by name, welcome them back to your restaurant and ask if they would like to have their usual fare.



# **KNOW YOUR PATRONS**

Of course, you can't engage with your patrons in a meaningful manner if you don't know them. So what makes the next-generation patron tick? If you look at the behaviour of millennials and post-millennials, you can see certain patterns. They're hyper-connected, health-focused, and socially and environmentally conscious (and vocal about it). They value convenience and choice and brands that treat them like they're the only customer.

Restaurants that serve next-generation patrons the best are tech-savvy and provide unique and Instagrammable dining experiences that are king to the community and the planet.

#### TECHNOLOGY IS THE SECRET WEAPON

We've already name-dropped a handful of technological innovations in this chapter – and it's no accident. Technology is the lynchpin of the 21st century and the lifeblood of next-generation patrons. Don't shy away from it. Implement online and mobile ordering, provide complimentary Wi-Fi, and get an app for ordering, reservations, promotions, rewards and feedback. And make sure it all comes together seamlessly.

## TRY SOMETHING CRAZY

The easiest way to get the attention of next-generation patrons is with something they've never seen before. These are customers with short attention spans, so in their opinion, it's not easy to stay relevant. There are Asian restaurants in the US where patrons are asked to take off their shoes and sit on the floor while dining so they get an authentic experience without having to visit Asia. You can play around with your menu and combine two well-loved dishes into one, feature new décor and food themes or join patrons for welcoming drinks. Not all your crazy ideas will work, but the ones that do will be well worth it.





When was the last time you walked past a restaurant and thought: This place looks nice, let me go in and try it? Probably not recently. But when was the last time you searched for a restaurant on the internet, found its website and spent half an hour reading folksy blurbs about menu items – and enjoying every second of it? Probably sometime this past week.

Your online presence is the real front of house of your restaurant. Make sure you're creating the best first impression possible.

#### **GET A WEBSITE THAT WORKS**

A Facebook page is not an acceptable substitute for a website. A landing page with your contact information and a low-resolution image of your restaurant's interior is not an acceptable substitute for a website. The internet is the yellow pages of the 21st century and without a website, no one will be able to find your business. It has become more affordable to get professional and well-built websites because every business needs one.



# **USE SEO TO BOOST VISIBILITY**

Great! You have a website. Now what? Well, let's go back the yellow pages analogy. If you need an accountant, you look under "A" and call the first number, then the second and the third until you find one who can help you. Unfortunately, the internet isn't alphabetical and works according to reputation. If you want the top spot in the search results, your website needs to be optimised for search engines. The easiest way to use search engine optimisation (SEO) is through regular blogging around relevant keywords and linking to other trusted websites. It's also a great way to keep engaging with your patrons.

# DRIVE PATRONS FROM SOCIAL MEDIA TO YOUR SITE

We spend most of our time online on social media. You can get news, keep up with friends and shop just by using Facebook. There isn't a better place to find potential customers than on social media. So remember those blogs you've been writing to get your SEO up? Push them straight on to LinkedIn, Twitter and Facebook. This draws visitors back to your website (your real front of house, remember?) where you can seduce them into making a reservation with a sleek intuitive design, professional photography and menu items with folksy blurbs.



# A MOBILE-FRIENDLY WEBSITE

The most important thing to consider when setting up your website is that many internet users are on their smartphones and not in front of a PC. This is also where they do all their social networking. If your website isn't responsive on mobile devices, you're losing many prospects. Get it built with mobile devices in mind from the outset. This includes keeping blogs short enough not to be intimidating on a small screen and scaling back on elaborate features that will lag or fail on a mobile device.

#### MANAGE YOUR ONLINE REPUTATION

Review sites like Zomato and TripAdvisor are excellent resources for patrons who are trying to decide if a restaurant is worth a visit. Not only should you encourage your patrons to review your restaurants, but you should try as much as possible to personally respond to reviews, be they positive or negative. This might mean the difference between losing a patron for good and convincing them to give you one last chance. Sometimes a bad review on Zomato is worse than a bad review in Food & Home magazine.







# UberEATS is the new black. In another unprecedented move, next-generation patrons are reversing the dining experience.

They want the food to come to them in their homes, at work and everywhere else in between. They're not just jumping the queue, they're eliminating it. Online ordering has rocketed over the past few years, but it's not a threat to the old way of dining – it's an enhancement.

#### THE NUMBERS

If you're not sold on the idea of online ordering, have a look at these statistics:

- 1. Online and digital orders of food tripled in the past five years.
- 2. 5% of restaurant orders are placed verbally over the phone and 6.6% are placed online.
- 3. 30% of diners between the ages of 18 and 54 have placed orders online since 2014 while 74% of millennials express an interest in online ordering.
- 4. In five years, phone orders dropped by 27% while online orders rose by 124% in the US.



# THE FACTS

Still need convincing? Here are several business benefits:

- More revenue. Your restaurant can only seat so many patrons. Online ordering gives you a skyscraper full of hungry patrons.
- 2. Order accuracy. Patrons place the orders themselves so they get exactly what they want.
- 3. **Powerful analytics**. Online ordering gives you a rich source of valuable customer data that you can use to improve operations, inform promotions or introduce rewards.
- 4. Convenience. One of the most important things for modern patrons.
- 5. Grow your database. If patrons who order online opt-in for marketing, you get a database that grows at an exponential rate.

#### THE BASICS

Where to start? Here are the fundamentals of online ordering:

- In-house vs third party? Third-party online ordering platforms (like UberEATS)
  manage the entire process for you. In-house online ordering is more hands-on.
  But there are advantages and drawback to both, so choose carefully.
- 2. Analytics. Ensure that the online ordering platform you choose gathers information about each transaction, spending patterns and customer preferences. This data goes a long way towards improving your restaurant.
- 3. **Balance**. Don't neglect the quality of the experience inside your restaurant in favour of online orders. Amazing service inside your establishment will assure patrons of equally good service online.
- 4. Pickup or delivery? Take a close look at your restaurant, staff and customers and choose based on what works best overall. You can even offer both.





A few chapters ago, we asked you to try something crazy. We wanted you to give your restaurant something unique. See, if you have a gorgeous location, Michelin-star food and reasonable prices, you're not really doing anything different from anyone else.

What will set you apart from your competition is a unique selling point (USP). This, simply put, is the one thing patrons can't get anywhere else. The thing that makes them say: "That's crazy! I'll take two!" Let's help you find yours.

#### THE 5 KILLER INGREDIENTS

The are several ways to position your restaurant as unique, but there are only five that have proven successful time and again:

#### COST

USPs based on cost are the easiest but the riskiest. Choosing a USP like "lowest-priced craft gin cocktails in the City Bowl" will get you droves of patrons until someone challenges you and you have to lower your prices. When you're basing your USP on cost, emphasise value instead. Example: Money well spent.



#### **AMBIENCE**

Is your furniture repurposed? Are all your waitrons wearing moustaches? Do you brew your own beer on the premises? These are all examples of unique elements in a restaurant that make great USPs. Most restaurants shy away from anything offbeat, but character is far more memorable than sophistication (not that you should have to choose).

#### **LOCATION**

Breathtaking views, unusual neighbourhoods and premises with personality are all good ways to distinguish yourself from an average restaurant. It's about crafting an experience and giving your patrons a reason to leave their homes.

#### **QUALITY**

Try not to overrate the quality of your service or food if you can't deliver on your promise. "Brewers of the coldest lager in town" is a captivating and enticing USP, but labouring to deliver on it might not prove to be worth it.

#### **REPUTATION**

Sometimes your USP will come from your patrons or suppliers. Ask them what keeps them coming back or why they do business with you and you might discover some surprising answers. Awards and official ratings also make great USPs.







Ericsson predicts that by 2020 there will be six billion smartphone users in the world. Mobile technology has enabled countless innovations in the 21st century, and continues to do so.

By embracing mobile technology, your restaurant remains in touch with patrons and their evolving needs. Innovations like smartphones and tablets have revolutionised ordering, payments and customer satisfaction in the restaurant industry. The advantages speak for themselves.

#### **EFFICIENCY**

Point of sale systems were originally designed to process sales; that's all we needed them to do for a while. Over time they became the centre of restaurant management, but the technology didn't evolve much. What mobile technology adds is efficiency throughout the operations of a restaurant. Tableside orders are processed much faster and are more accurate, digital kitchen screens never run out of paper, mobile payments are seamless. and collaboration between front and back of house is enhanced.

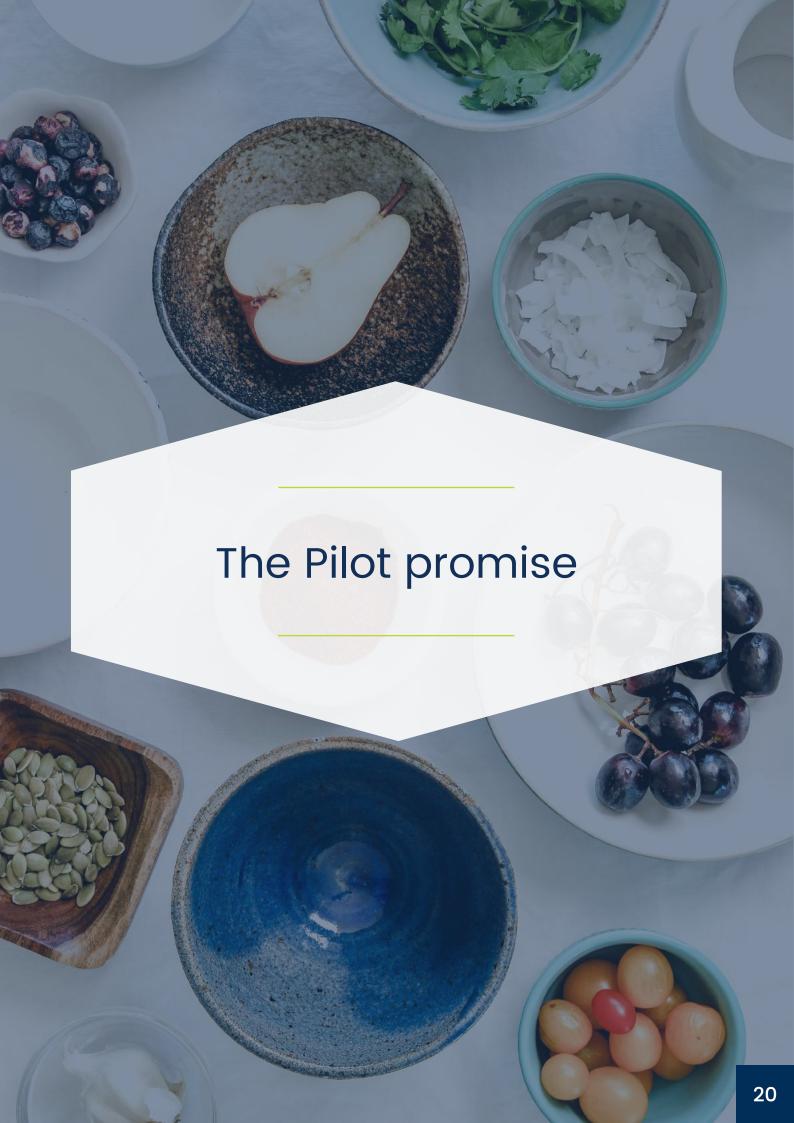
## COST

Traditional point of sale systems involved higher fixed PoS hardware costs, but unbeatable stability. By working on tablets and an on-premise PoS system, mobile technology reduces capital and operational expenditure. Fewer moving parts mean fewer maintenance costs, while mobile ordering further increases revenue.

# **ANALYTICS**

Consumer data is the most powerful resource you can have as a restaurant owner, and with connected PoS technology, you get real-time, actionable insights into your patrons. An internet-enabled POS system can tell you a lot more about a patron than a card machine and a notepad can. You can spot ordering trends that can revolutionise your menu and value proposition. You get more than just a sales history, you get a detailed cross-section of your establishment.





At Pilot, we believe that technology is the fastest way to revolutionise any business. We believe small innovations can have a massive impact – especially in the restaurant industry.

We've used this philosophy to develop our suite of point of sale business tools. Pilot Point of Sale is an invaluable addition to any restaurant and promises to streamline operations, drive engagement with patrons, simplify staff management and redefine quality service.

#### POINT OF SALE HARDWARE

Our cutting-edge point of sale hardware is uniquely designed to satisfy the needs of a 21st-century restaurant. Pilot's small-footprint Windows 10 IoT (internet of things) All-in-One PoS Workstation, including thermal printer, fingerprint reader and optional client-facing screen, completes the package of a dynamic and intuitive restaurant PoS system.

# POINT OF SALE SOFTWARE

Pilot software is a revolutionary platform that unifies the operations of a restaurant into one easy-to-use application. It integrates your front and back of house for accurate orders and improved turnaround times. With Pilot HQ, you have a centralised place to standardise recipes, your menu and pricing. PilotLive gives you constant access to web- and mobile-based reporting.



## PILOT COVER MAINTENANCE

With our optional Maintenance Cover, you get industry-specific protection of your restaurant equipment, including full-system hardware checks and backups, antivirus updates, 24-hour support, and free callouts, travel and labour.

# STAFF MANAGEMENT

Our fingerprint-based staff management optimises your staffing with painless scheduling and the implementation of accurate timesheets. It seamlessly integrates with Pastel Payroll and Sage VIP and makes allowances for overtime and holiday rates.

Are you ready to bring your restaurant into the 21st century?

**GET IN TOUCH** 

