



QikServe



# DO YOU KNOW THE TRUE VALUE OF YOUR DATA?

“Data is king. Restaurants will see new opportunities to apply data analytics to predict and capitalize on consumer demand and optimize supply economics.”



# The value of data

Online ordering gives companies access to detailed information about themselves and their customers. By looking at the analytics gathered via online ordering operators can see which products are popular at what times, who their most loyal customers are and what their favorite meals are in granular detail, at a customer segment level, as well as overall trends.

Take QikServe's QikOrder platform as an example. Everytime a customer places an order with an operator (online or via its mobile app) information from that transaction is gathered and added

into the database. The operator can see who has ordered, the route through which they've placed the order, the value of the transaction and the frequency with which that customer orders.

At a higher level they can gather insight into spending trends across days, weeks and months; they can analyse the success of menu items, what's selling best and when. How often do people order dish one each month compared to dish two?





# A wealth of applications

## The benefits of data, sourced via QikOrder

- Marketing
- Loyalty
- Stock management and forecasting
- Menu refinement
- Operations management

### Personalization for marketing

Data is essential for personalization and generating effective marketing campaigns.

The information collected from customers using QikOrder can be used to segment them into individual and collective personas. Once done, marketing specific to that persona can be put into place. For instance, customers that regularly order on Wednesdays can be sent deals that only activate on that day. Conversely, customers identified as only ordering vegetarian/vegan foods can be missed off any marketing sent out that featured images and offers of meaty burgers and steaks.

### Example:

An operator can see that at one of its locations there is a drop in sales every Wednesday evening. It can also see that a number of customers frequently order the Family Meal Deal on Mondays and/or Thursdays. Knowing this, the operator creates a discount for that meal deal, available only on Wednesdays from a specific branch. It then arranges for push notifications to be sent out to those customers open to marketing and deemed most likely to respond.



# Adding a personal touch

## Personalization for loyalty

There is a degree of overlap between the creation of personalized marketing campaigns and the construction of loyalty programs. Importantly, data and personalization are required for both.

Using data to first segment customers, operators can send select customers invites to come and taste test new items at the business. By highlighting to the customer that their selection is a reward for the loyalty they've shown to the company, loyalty can be strengthened. Customers can be offered perks based on their average check sizes, frequency of spend or product preferences.

If a digital stamp card is active on the customer's ordering app, they can be encouraged to spend through promotions that tie to this.

## Example:

Data shows that the average spend in-store is \$6.60. The business offers loyal customers a stamp for every \$7 that they spend in one transaction. When the card is full, the customer gets a 'freebie' or offer. This encourages the guest to a) spend more, and b) spend repeatedly.

Once created, a loyalty program generates further data, allowing it to construct increasingly accurate customer personas that, when applied to a company's marketing and engagement strategy, help it to retain and meet the needs of its most valuable customers.



# Looking into your future

## Stock management and forecasting

Through ordering data, it becomes possible to see what items sell, at what frequency and when. Over time, this enables patterns to be built which feed into stock forecasting. In March, soft drinks might sell particularly well. Around November, the number of hot chocolates purchased might increase. This knowledge may already be known in some form, but data builds on that information, providing numbers that allow a company to plan ahead and order accurate quantities.

## Example:

Data gathered at a reoccurring event shows that, on average, 500 units of menu item X are pre-ordered, but that most of these orders are placed in the last 24 hours before the event. If the company went off order numbers a week before the event it might run out of stock on the night. However, with prior data informing them, they know to allow for an uptick in purchases and to order enough stock, without running short or ending up with excess.





# Create a menu your guests will love

## Menu refinement

As mentioned, data gathered via digital ordering shows an operator what menu items are most popular and when. This enables them to shrink or expand a menu based on the purchases of customers at different times within the year.

Variations can be experimented with. Different meal sizes and modifiers can be employed to test whether average check sizes can be increased. Short-term promotions may equally be used to see whether ordering frequency can be improved – and whether this results in better net revenue.

The resulting data informs the operator of the success of the experiment – like A/B testing in content marketing – and whether to continue on with it. As the data shows which items are being ordered, and in what amounts, similar items can be added to the menu. They can be set to expire on a given date, or after one use – whatever suits you best.

## Example:

An item appears to be selling well, however data analysis shows that customers are only ordering the item once and not choosing it again. Are customers not re-ordering because it tastes bad? Or do they prefer to experiment with dishes? Combining data analytics with customer feedback will solve the question.





# Streamline your business operations

## Operations management

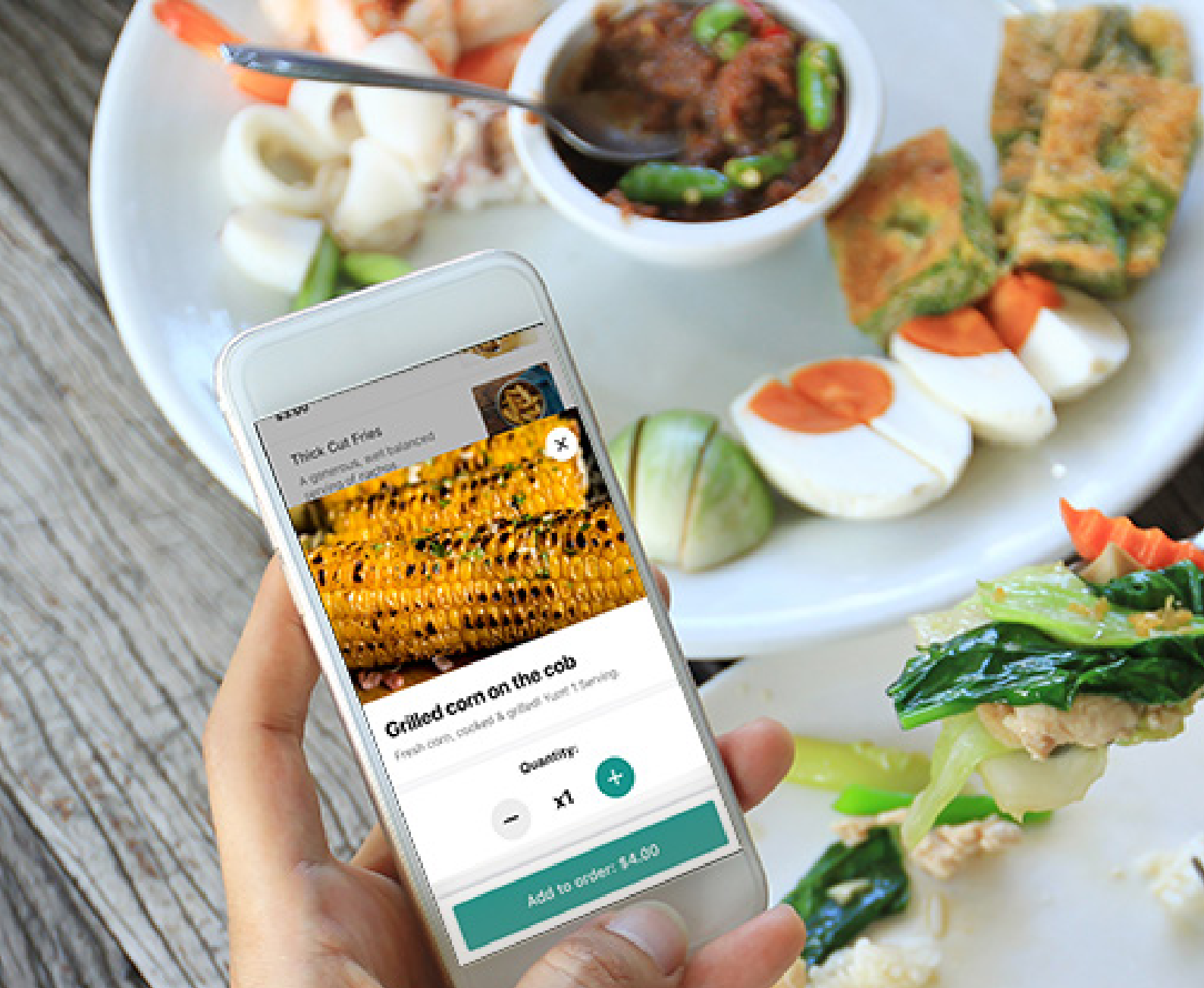
The data an operator collects means they can recognise patterns in customer use. How many orders are likely to be received for 6 pm, which day of the week brings in the most orders?

Data is ideally used to make all sorts of necessary adjustments to day-to-day operations. For instance, it may be used when scheduling staff for peak and slow times. By checking employee schedules against peak ordering hours, shifts can be managed accordingly.

## Example:

Data gathered by a takeaway restaurant shows that orders are likely to be higher than average on the third Friday of each month. This allows the owners to instruct its kitchen staff to begin prep earlier than usual in order to cope with later rushes. By using data to optimise food preparation, later strain on the staff is eased and customers receive food on time and to the business' quality standards.





# About QikServe

QikServe is the enterprise platform for guest self-service in hospitality. Using any channel from kiosks and tablets to web and mobile apps, hospitality operators can provide powerful in-store and off-premise solutions from ordering to payment, giving guests the convenience to order and pay for their food and drinks whenever and however they want.

[www.qikserve.com](http://www.qikserve.com)