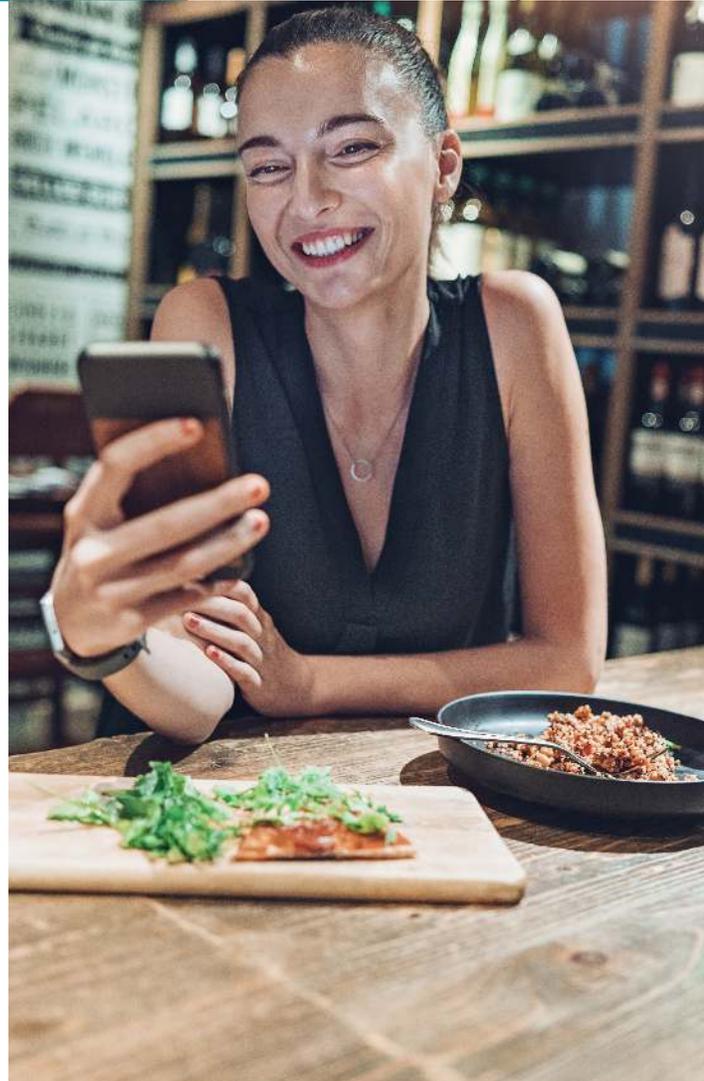


THE PRESENT AND FUTURE OF RESTAURANT PERSONALIZATION



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BACKGROUND:

Over the past 15 months, the restaurant industry has undergone a massive transformation. Restaurants of all sizes, types, and geographies have added digital modes of ordering, delivery, and communication to their existing on-premise tools. Other industries have gone through similar transformations over the course of many years. For the restaurant industry, the pace of this adoption was unprecedented.

Digital technologies inevitably bring a greater focus on personalization and on the large scale collection and application of data to improve customer satisfaction and to optimize the results of financial and marketing decisions.

Recognizing that restaurant executives could learn a lot from other industries when it comes to personalization, Personica hosted a series of roundtables throughout the first half of 2021 to foster joint learning. These sessions included keynote presentations from leaders in the hospitality, media, and advertising industries who have already implemented successful personalization programs. After the keynotes, participants discussed the possibilities for applying personalization, approaches for beginning their journey, potential challenges, and conceptual frameworks for capturing and applying data. Ultimately, the group of participants synthesized their findings into a set of frameworks that the restaurant industry can use to expedite its path to personalization.

At the conclusion of these roundtables, Personica assisted in consolidating and articulating the information covered. This paper outlines key learnings and implications from these discussions, developed by and approved by this group of contributors. We are excited to share these learnings, in the hope that it helps our industry continue evolving, improving, and thrilling guests.

EXECUTIVE SUMMARY

Personalization is a requirement and an opportunity for restaurants

The hospitality industry is no stranger to the concept of personalization, whether it involves the bartender who knows his/her guest's favorite drinks or Danny Meyer's influential book "Setting the Table." Even global QSR chains have local staff who get to know their regular customers or who put customer names on their coffee containers. During the course of our roundtables, it became clear that stakes are higher than ever.

Consumers increasingly expect personalization

As restaurants continue to adapt to a hybrid online and on-premise service model, they'll see an uptick in customer demand for consistent tailored experiences across each touchpoint. IT and marketing teams are investing in technology that helps them break down their guest data into high-converting campaigns and connect with their guests across multiple touchpoints. In an increasingly digital world, data-based personalization is both more possible and more crucial for building customer loyalty through experiences.

There's a huge opportunity here for restaurants ready to take it. In a recent Personica case study¹, one national brand saw an increase from 4.56X ROI to 59.3X ROI simply by personalizing the type of burger featured in their annual promotion based on the guests' past purchase history.

There's also risk in taking a "wait and see" approach. According to a recent report from Twilio,² 45% of consumers say they'll take their business elsewhere if brands fail to offer a personalized experience. If personalization isn't there or only exists on-premise, guests may build loyalty with brands that offer custom-tailored experiences across all touchpoints. [Restaurant guest loyalty will be won and lost based on quality and consistency in customer experiences.](#)

The restaurant industry can learn from personalization pioneers

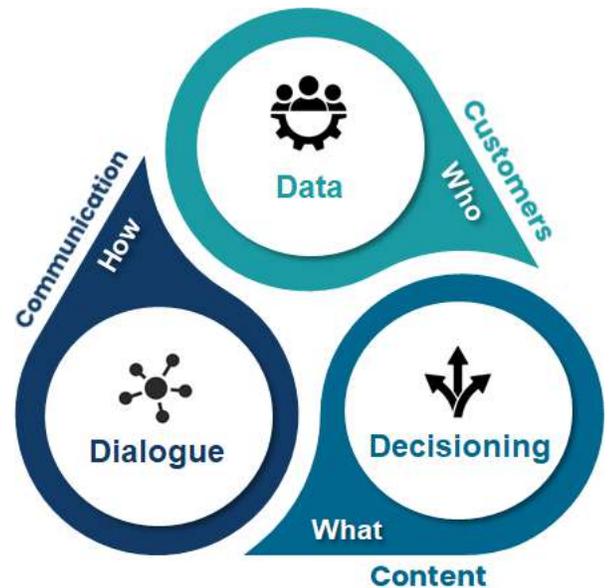
Other industries with a longer history of digital services have set a precedent. Netflix and Pandora stand out in this space, and highlight both the building blocks and challenges of undertaking such an initiative.

Some restaurant brands are already advanced in this type of customization; Starbucks and Panera are leaders. The decade-old Starbucks Rewards program gathers a huge amount of data on customer spending and preferences, leveraging it to personalize the experience for each guest based on their unique preferences and spending habits. As of October 2020, the Starbucks Rewards Program had grown to more than 19.3 million members, generating nearly 50% of the company's total revenue.³ Similarly, according to former Panera CMO Mike Simon, a significant percent of the brand's transactions come from loyalty program members, providing the digital data to personalize experiences at each level.

Participants identified a key set of barriers and enablers unique to the restaurant industry.

This group developed a 5-step process for **getting started**. By learning from success stories and keeping a few key principals in mind, restaurants of any size can apply this personalization roadmap to their marketing and guest communications.

The Personica roundtable practitioners developed a 3D model for applying personalization:



Data

An explosion of data from new digital purchase channels will enable personalization at scale for restaurant guests. A customer data platform that provides a 360 degree customer view helps brands determine *who* to target with various offers and campaigns.

Decisions

By using advanced analytics to develop decision logic and algorithms, restaurants can break down guest profiles to decide *what* offers, prices, and engagements to serve to each customer.

Dialogue

Dialogue addresses the *how* of personalization - delivering marketing and experiences across channels, then feeding that response data back into the customer data platform.

Building a fully personalized platform using existing data and systems should start with five areas of communication with customers: Loyalty Programs and Offers, Marketing Communications, Menu Presentation and Pricing, Order Interaction, and Team Member Communications

Personalization is now a necessity for restaurants, and it looks different post-pandemic

Consumers expect and reward personalization

Numerous research studies indicate that consumers expect and reward personalization and that brands are delivering at a slower rate than desired. According to a study conducted by technology firm Twilio², 69% of consumers say they appreciate personalization, as long as it is based on data that they've shared with a company. In fact, **60% of the people surveyed indicated that they were likely to become a repeat buyer after a personalized experience, up from 44% in 2017.**

A similar study by BCG⁴ clearly indicates the impact of personalization on the retail industry. Consumers categorized their experience based on "high" vs. "low" levels of personalization. **Highly personalized experiences were found to improve every part of the sales funnel**, including 110% increases in number of items purchased, 40% increases in average order size, and 20% increases in net promoter scores.

When it comes to restaurants, one participant expressed their awe in visiting Gramercy Tavern in New York City, where they rarely dined, and being asked, "do you want three cherries in your Manhattan again?" Almost every participant had examples of personalized experiences that drove loyalty to local establishments, whether because the staff knew them or because they could customize their orders.

High-end hotel concierges and five-star servers set the bar for knowing their customers. Both know their most frequent, highest-spending guests' specific preferences and can anticipate their needs. Being personally catered to is a pillar of luxury hospitality, historically available only to

patrons with deep pockets. **Now with sophisticated guest databases, even casual restaurants can personalize customer interactions, and infrequent, low-spending customers can enjoy experiences customized to their tastes.**

Personalization needs to fit with a brand's value proposition

Many participants discussed how loyalty programs, personalization, and data collection can go wrong when they don't fit a brand's experience. For example, a loyalty program can cheapen a brand's value or slow down operational processes, to the point where customers perceive negative value from them. Or digital menus can put awkward pauses in the midst of group meal occasions.

With this in mind, participants emphasized the importance of aligning with the brand's guest and the value propositions of its concept. For example, a guest may value speed in a drive thru concept, may value a direct connection with a server in a fine dining experience, and may value being recognized for a birthday at an occasion-centric restaurant.

This requires a fine understanding of guest motivations, behaviors, and value propositions in advance of implementing personalization strategies.

During the pandemic much of the world changed their habits and went digital, creating a massive opportunity

The pandemic is driving a global re-invention. In the past 11 months 75% of consumers have tried a new shopping behavior⁵, and most intend to continue even after the return to normalcy.

Consumer interactions are steadily shifting to omni-channel experiences. For example, the most upscale restaurant in Chicago has added a drive-through, and the movie industry is experimenting with a streaming-first model. There will be no going back once customers get used to these new access channels, and restaurants will have to expand to varied guest touchpoints to compete.

The exponential rise of restaurants' digital offerings in the last year has had a valuable side effect for brands aiming for a fully customized guest experience – a treasure trove of data on individual customer behavior. **60% of restaurant users plan to continue ordering digitally⁶, and digital orders are expected to grow to over 50% of total industry sales by 2025⁷.**

It's important to note that digital ordering is not limited to off-premise dining. While restaurants will be motivated to use in-store digital ordering to control cost as wages continue to rise, guests also appreciate the seamless experience of a digital environment. Tools like kiosks, tablets, and apps bring digital experiences on-premise, and integration with loyalty programs and CRM creates a wealth of guest-centric transaction data. In-store digital ordering will even bring cash buyers into the data stream with easier, safer ordering and links to loyalty program rewards.

Since delivery and pre-order pickup interactions take place outside of the restaurant, their growth reduces physical limitations like static menu boards or printed menus that can't be easily changed. Ghost kitchens and virtual brands are the ultimate manifestation of this trend. With no consumer-observable physical location, these companies can maximize the potential of online order data to create personalized menu presentation, ordering, and delivery experiences.



Customers are now gods

As round table presenter [Rishad Tabaccowala, Author of Restoring the Soul of Business: Staying Human in the Age of Data](#), boldly stated, “customers are now gods.” Technology changes enable and encourage shifts in consumer behavior. The computing power in our pockets, where data talks to data and is facilitated by artificial intelligence, means consumers now have exponentially more options for features and customization. Customers expect marketing messages to be delivered how they want, when they want.

Because of these shifts, marketers must adjust their approach and expand their thinking. Brands no longer empower and enable consumers -- **the consumers are already empowered**. Restaurant guest experiences now go far beyond traditional on-premise dining; they include online ordering, delivery and pickup, online reservations, social media interactions, and reviews. With more than 90% of guests researching online reviews for a restaurant before they visit⁸, each of these touchpoints must be optimized and personalized to attract new guests and keep loyal customers coming back.

When all of these experiences are connected by data, personalization can reach new levels. Imagine a scenario in which a customer tries a new sandwich special on-premise, then orders online the following week. The in-person transaction data can be used to recommend similar specials in the online interface, as though the guest is getting recommendations from their favorite server.

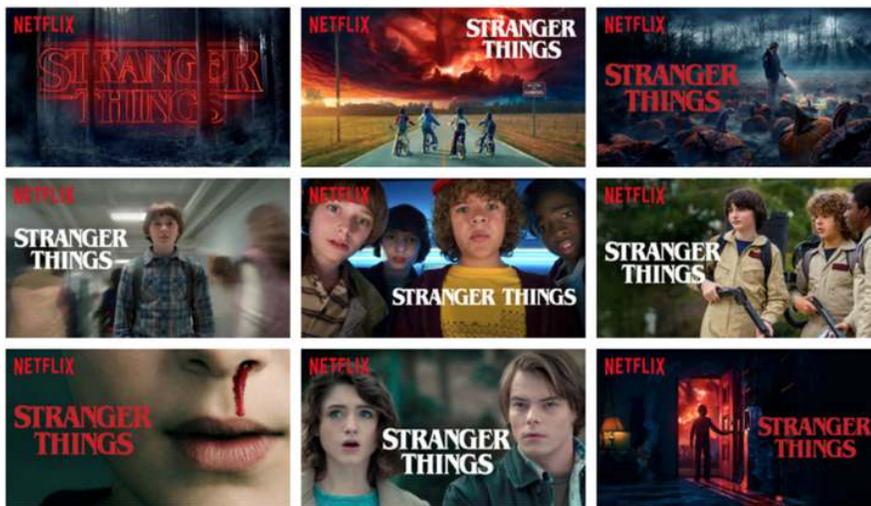
Learning from experts: Three case studies in personalization

Netflix

The restaurant industry can learn from the success of others, like personalization master Netflix. [Justin Basilico, Director - Machine Learning and Recommender Systems](#) explained how Netflix builds relationships with their members by specifically crafting experiences to “spark joy.”

Netflix considers each member touchpoint an opportunity to make a recommendation, and extensively customizes how they communicate to their members. For example, there are at least nine different images for the show “Stranger Things” that could appear on a member’s home page based on past browsing and streaming history.

You may have seen one of these “Stranger Things” images based on your past Netflix behavior



Netflix started with easier to track metrics such as ratings, then to more sophisticated metrics. This evolution led to the current level of personalization where virtually every member touchpoint is a recommendation. Basilico emphasized the importance of starting by establishing metrics before developing algorithms, then continually testing and improving.

Netflix improves their members’ experiences by personalizing touchpoints (show recommendations, images, emails) based on four ingredients:

Data

collect across time including both implicit (based on what they watch) and explicit (member-provided) feedback.

Metrics

choose the best measures of satisfaction.

Algorithms

interpret and act on the metrics. Basilico covered several algorithmic techniques, highlighting the need to experiment with different approaches.

Systems

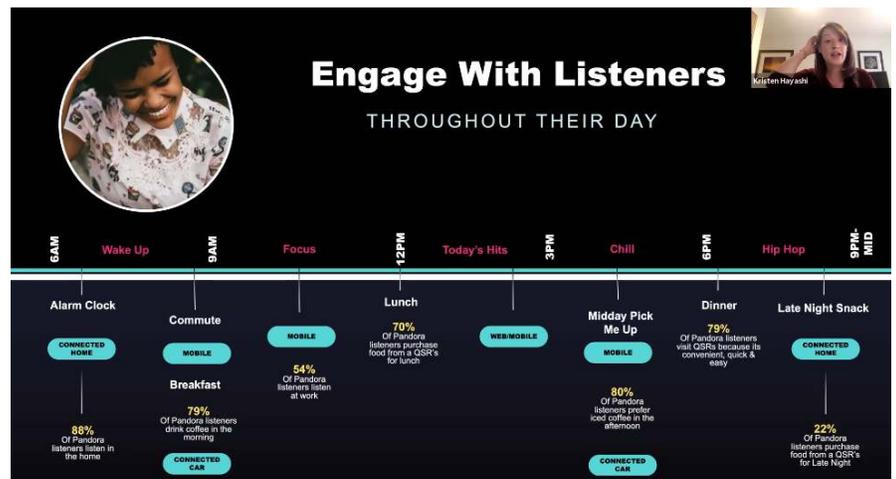
build systems that allow for rapid experimentation.

Pandora

Kristen Hayashi, Pandora's Ad Innovation – Sales Strategy Director, shared how Pandora tailors customer interaction through messaging. 80% of consumers are more likely to buy from a company that personalizes their content⁹. We are now living in a "culture of me" – almost everything we buy can be customized – and instant gratification is crucial to success, especially for Gen Z.

Pandora personalization also starts with data, via the Music Genome Algorithm – a data taxonomy that scores songs using up to 450 attributes. The scores are then used to suggest new tracks with similar attributes to those the customer liked, and hide songs with similar attributes to those the customer disliked.

Pandora varies listener engagement throughout the day based on observed and inferred data about the listener's activities and moods



Pandora further customizes the listener experience using three kinds of data:

Declared

information the customer shares upon sign-up

Observed

what the customer listens to and what device they use

Inferred

based on listener behavior – for example, people who switch to kids' music during after-school hours are likely parents

Starbucks

Matt Ryan, former Starbucks CMO, gave insights into Starbucks' leadership in applying personalization to restaurants. As one writer aptly said, Starbucks "isn't a coffee business — it's a data tech company," gathering data from more than 100 million transactions per week¹⁰.

Starbucks launched its Starbucks Rewards program, driven by its digital flywheel strategy, which features:

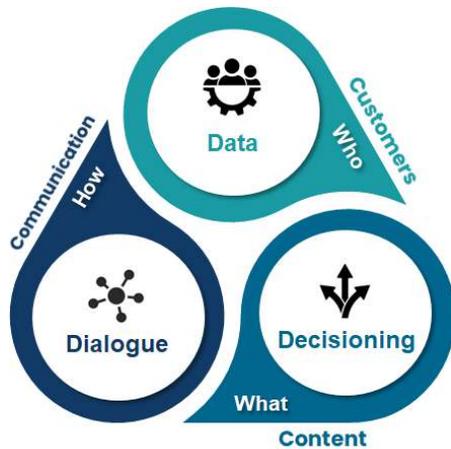
- **Personalized promotions** - using the 16 million (US) member loyalty program, Starbucks sends personalized offers. These may include new product suggestions based on customers' past orders, or cold drink features on hot days.
- **New product variations** based on detailed customer behavior.
- **Dynamic menus**, with revisions based on customer, location, and time.

With suggestions for new food and drink choices, custom recommendations according to time of day, and discounts that engage customers and keep them coming back, Starbucks has succeeded in building loyalty driven by personalized marketing.



THE 3D MODEL

A framework for personalization in the restaurant industry: Introducing the 3D model



Personalization at scale requires orchestration of the 3Ds: Data, Decisioning, and Dialogue. Effectively enabling each of the 3Ds drives three key results: Customers, Content, and Communications. In a successful 3D personalized marketing strategy, Data determines the “who,” Decisioning zeroes in on the “what,” and Dialogue drives the “how.” Enabling these capabilities for each of the 3Ds is the key to unlocking the full power of personalization.

Data (Customers)

Every personalized experience begins with strong data. With detailed customer profiles that include transactions, behaviors, preferences, locations, and demographic data, restaurants can create messages and offers that drive loyalty and repeat visits. A customer data platform that provides a 360 degree customer view helps brands determine **who** to target with various offers and campaigns.

As shared previously, there are three types of data that are essential to a core CRM platform:

- **Declared:** information the customer shares, such as name, birthdate, location, and age
- **Observed:** behavioral information that can be measured, including visit frequency, transaction data, purchase history, average check size, and order method
- **Inferred:** information that can be guessed based on customer behavior – for example, if a customer has never ordered a dish with meat in it, they are likely a vegetarian

Restaurants gather data from a variety of touchpoints, including loyalty programs, SMS and email list signups, online and on-premise order and transaction data, and guest feedback surveys.

69% of consumers are interested in personalized experiences, as long as they're based on information they've shared with the company directly (not purchased customer data)². Loyalty programs and other guest acquisition efforts are key to expanding the customer base and increasing known customer data through defined program constructs.

One challenge restaurants face is linking together customer data gleaned from online and on-premise interactions. A simple but effective solution is leveraging an offers engine to generate unique redeemable codes for each individual guest, so redemptions can be traced back to the customer regardless of their order platform.

Storing all customer data in one centralized CRM platform provides greater control, privacy, and machine learning potential.

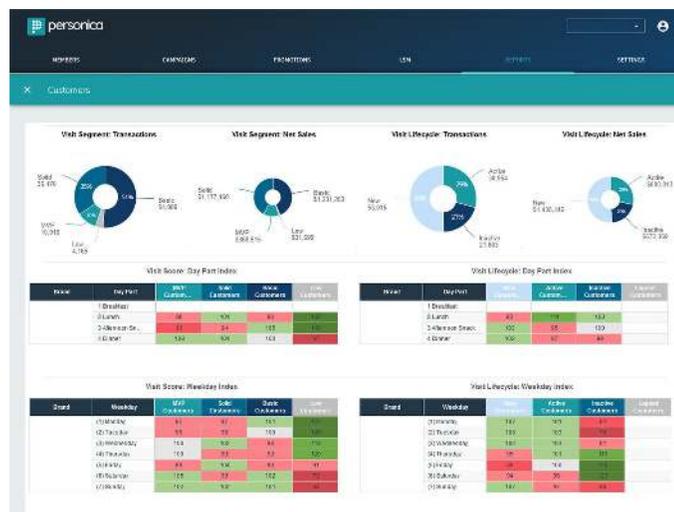
THE 3D MODEL

Decisions (Content)

After a strong customer data set is collected, the next step is to decide what to do with it. By using advanced analytics to develop decision logic and algorithms, restaurants can break down guest profiles to decide what offers, prices, and engagements to serve to each customer.

Customer Scoring

When creating a machine learning-driven decision engine, defining what makes a high-value customer is crucial. Once a brand identifies its KPIs, these can be linked to customer behavior goals that enable customer scoring. These scores can then be used to segment and target customers, whether with surprise and delight reward for a frequent visitor, or a winback campaign for a lapsed guest.



Segmentation

Most programs segment members into targetable groups based on factors like visit frequency and key items ordered. With more data and AI-driven marketing automation, marketing and loyalty programs will evolve from segment-level personalization to 1:1 communication rooted in, and automatically triggered by, individual transaction data.

The first step in this segmentation process is finding **scaleable niches big enough to pursue**. For instance, when a customer is classified as vegetarian (either by declared or inferred data) and visits the Panera website, they see the “hidden menu” of vegetarian items that are customized versions of products on the main menu.

Reporting & Measurement

A decision engine can only learn through rigorous testing. A system that supports A/B/Control testing, tracking, and measurement is key in determining which recommended actions are most valuable. This testing can be applied to any set of variables a brand wants to test, from campaign subject lines and images to price and menu customizations.

THE 3D MODEL

Dialogue (Communication)

After customer data has been collected and analyzed to generate recommended pricing, messaging, delivery time, and delivery channel, those recommendations must be put to use. Dialogue addresses the how of personalization – delivering marketing and experiences across channels, then feeding that response data back into the customer data platform.

Dialogue is centered around five main elements: Loyalty Programs and Offers, Marketing Communications, Menu Presentation and Pricing, Order Interaction, and Team Member Communications.

Loyalty Programs & Offers

When most restaurants think of personalization, the first thing that comes to mind is personalized offers for loyalty program members. This can be as simple as delivering offers for celebratory dining occasions using birthday and anniversary data, targeting non-delivery members with a free Tuesday night delivery promotion, or serving up a surprise and delight reward to the highest frequency members.

Deeper digital ordering data will also spur personalized acquisition opportunities. Shared digital ordering applications provide the ability to identify non-customers who order similar items from other companies. Third-party delivery platforms are currently best positioned to offer this type of cross-customer marketing, but online ordering and loyalty platforms are poised to deliver the same to their customers soon. For example, a brand with a loyalty program can serve non-members a message stating, “you spent \$\$ with us last year, and would have earned XX points in rewards if you were a loyalty member.”

Brands that create personalized messages from guest purchasing habits and loyalty/CRM data, with additional data overlay like seasonality, see higher engagement and response rates than those who don't. Personica clients are generating more offer-driven ROI using basic personalization, like varying the featured image to reflect a frequently ordered item. By gathering more order data on more customers through POS and online order platform integrations, companies can design increasingly customized messages and truly personalized loyalty programs.

Marketing Communications

Not all customer loyalty is built with a loyalty program or discounts. As more guests go digital and restaurants solidify the data connections between online and on-premise experiences, advances like customer identification by name will become commonplace.

Personalized marketing communications, especially across channels, can increase repeat orders, check average, and loyalty when implemented correctly. Using customer data to personalize the image or subject line featured in a marketing campaign is a simple but effective way to serve guests messages that apply to their individual preferences.

THE 3D MODEL

Customer response data - open rates, click through rates, etc - can also be used to personalize the marketing channel used to reach out to individual guests. By sending push notifications to heavy app users, emails to those with high open rates, and sms or social media messages to those interacting on their phones allow restaurants to **meet the customers where they are**.

It should be stated - a strong content management system and campaign management tool are crucial to personalized marketing communications and their success. By creating and modifying digital content and managing all communication channels in one central place, brands can avoid confusion and overcommunication that could drive loyal customers away.

Menu Presentation & Pricing

With digital rapidly becoming the predominant order channel where available, there's a huge opportunity for brands to personalize menus throughout the ordering process, based on purchase history (including price sensitivity), weather, time of day, etc.

Future menu personalization opportunities may include **featuring dynamic menus based on customer order history, time of day, and weather**. For example, a guest who usually orders drip coffee but sometimes a latte and an egg sandwich could be shown an egg sandwich and latte combo on a cold morning. A guest who orders lemonade from time to time could be shown a combo featuring lemonade at lunch on a hot day.

New product variations based on detailed customer behavior data are also possible. A guest whose order history includes frequent dairy-free modifications or requests for a gluten-free bun could be automatically offered pre-modified menu items with those dietary needs in mind.

The order process can also employ **dynamic pricing and upsells**. These might include:

- A guest who frequently orders the same lower-priced sandwich and sides could be shown an opportunity to repeat the order with suggested add-ons - such as a discounted cold beverage or ice cream on a hot day.
- Restaurants can tailor upsells based on an initial order that gives clues to occasion. For example, a guest ordering a whole chicken could see options for sides and drinks, (coleslaw, a gallon of lemonade, etc.) priced based on price sensitivity.
- Rather than being bound to a bi-annual cadence, price increases could occur at guest-level, tailored to individual price sensitivity and frequency. While some of the above examples are in the future, brands can start experimenting today. For a great first step, try varying the initial page of your digital ordering interface by market, based on weather variations and what premium items are selling well. Track your results against a control group, and voilà - you've dipped your toe into the personalization pool.

THE 3D MODEL

Order Interaction

Personalization will of course vary by brand, and personalized order interactions should focus on leveraging data to make customers' lives easier. By offering guests the option to quickly reorder frequently or recently ordered items, brands can make the online ordering process quicker and easier. Even more impressively, by connecting online order data with on-premise reservation system and POS notes, servers can ask if a guest would like to try the same or similar item to one they ordered online next time they dine on-premise.

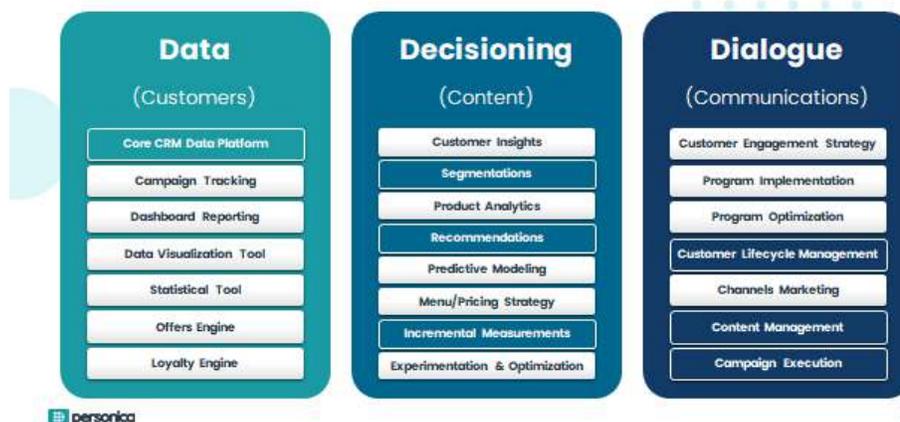
It's important to consider personalization options across all in-person and online channels, including 1st party and 3rd party delivery, drive-through, order through loyalty apps, kiosks, and dine-in with a server. McDonald's has personalized the drive-thru experience with menu recommendations that increased check size and decreased service times. Regardless of the ordering channel, **quick and easy transactions mean more frequent transactions.**

Team Member Communication

Most guests still anticipate a hybrid model of interaction with restaurants, alternating between on-premise and online interactions depending on their desired experience. This means connecting the communication customers get from team members to the communication they receive online is crucial to a cohesive brand experience across all touchpoints.

By consolidating all guest data, including reservation information, online and on-premise order history, and reviews on one central data platform, brands can empower their team members to offer personalized communication (greeting guests by name) and recommendations (menu suggestions based on past order history) regardless of order method.

Personica's 3D-Personalization Core Capabilities



Restaurants have unique barriers and enablers for personalization

Restaurants “get” on-premise personalization - it’s part of the industry culture (but data and digital are not)

There’s no doubt that restaurants already understand what personalization means for their customers, especially on-premise. The bartender who knows every loyal guest’s face and drink order and the host who remembers a couple’s favorite corner booth are both natural experts at providing a tailored experience. But [the rise of digital demands personalization at scale](#).

By collecting and leveraging user and transaction data, restaurants will be able to create omni-channel customization for their guests that rival the sophistication of digital-only services like Amazon and Netflix. Imagine marketing campaigns that promote content precisely relevant to their target guests. Think of the upsell possibilities if menu items were organized based on previous orders and preferences, coupled with dynamic pricing, adjustable per guest satisfaction and frequency.

While restaurants excel at in-person personalization, they’re just beginning to consider the same level of experience for their digital environment. With the increase in restaurants’ digital ordering and online engagement, it’s clear the restaurant industry is jumping into the personalization race with a unique set of advantages and challenges.

Restaurants’ offers are inherently analog rather than digital - we eat them

There is concern that restaurants’ ability to personalize experiences is limited because there are finite inputs and outputs - some may say the possibilities are limited to the menu items on offer.

However, when taking into account the intangible personalization offerings of a dining experience - atmosphere, packaging, and the “people” element - these possibilities expand. It’s possible the analog nature of restaurant products are in fact an enabler to personalization success.

[Restaurants have a potential advantage over services like Netflix in ease of personalizing products](#). Netflix works with entertainment programming that has long development times and currently limited individual customization opportunities. Because restaurants already adapt and change menu items based on guest preferences (type of whiskey in a cocktail, no nuts in the salad) and seasonality, they are set up to tailor product offerings to customers in a digital space. They also can launch new products faster -- in as much time as it takes to create a new recipe and update the menu. [There are very few places in the world where you can get customization for \\$5, and with restaurants that’s already possible](#).

Legacy systems pervade

Restaurants share the challenge of complex menus built on legacy point of sale systems, with never ending SKU lists. These systems were created for brick and mortar operations, not e-commerce or omnichannel ordering platforms, meaning there’s extra cost and labor for the teams tackling the shift to digital. These legacy systems can pose some unique challenges when trying to connect on-premise and digital environments, understand what’s known and unknown about customers across touchpoints, determine how much variety to offer, and how that variety might differ across order platforms like drive-through vs. in-restaurant kiosks vs. printed menus.

While the challenge of offering truly personalized experiences can be daunting, restaurants' existing infrastructure makes step-by-step evolution to a more tailored experience possible. Leaders in personalization emphasize the need to start small – begin with one data subset or one specific type of personalized communication (promotions based on weather data, for example), and expand from there.

IT budgets are still small

Because restaurants are just beginning their journey to personalization and expanding into the digital space, IT budgets haven't yet caught up to the demand for digital systems. As a result, many brands are looking for data platforms and systems that don't require complex integrations or extensive IT oversight to be successful. This presents a challenge when paired with the legacy systems mentioned above -- to collect high-quality, actionable data across multiple systems and port it into an easy-to-use marketing platform, increased investment in IT will be required.

In the meantime, restaurants should focus on using initial data to shift their communication from "one-to-all" to "one-to-segments." Attempting to jump directly to 1:1 communication can hold back initial personalization efforts. In short, the personalization journey is a marathon, not a sprint.

Marketing teams are now much smaller and mightier

One change the COVID-19 pandemic brought to the restaurant industry was the thinning and repurposing of marketing teams. Those who formerly were dedicated to creating campaigns that brought guests in the door are now also planning events, helping open new locations, and sometimes even pitching in on the restaurant floor.

While this means teams have less bandwidth to explore new advances in personalized marketing, it also underscores the importance of using machine learning and AI to drive personalization at scale by creating operational efficiency – rather than just creating more work. By leveraging partnerships with data analytics and decision engines, brands can start their personalization journey without creating a heavier load for their marketing teams.

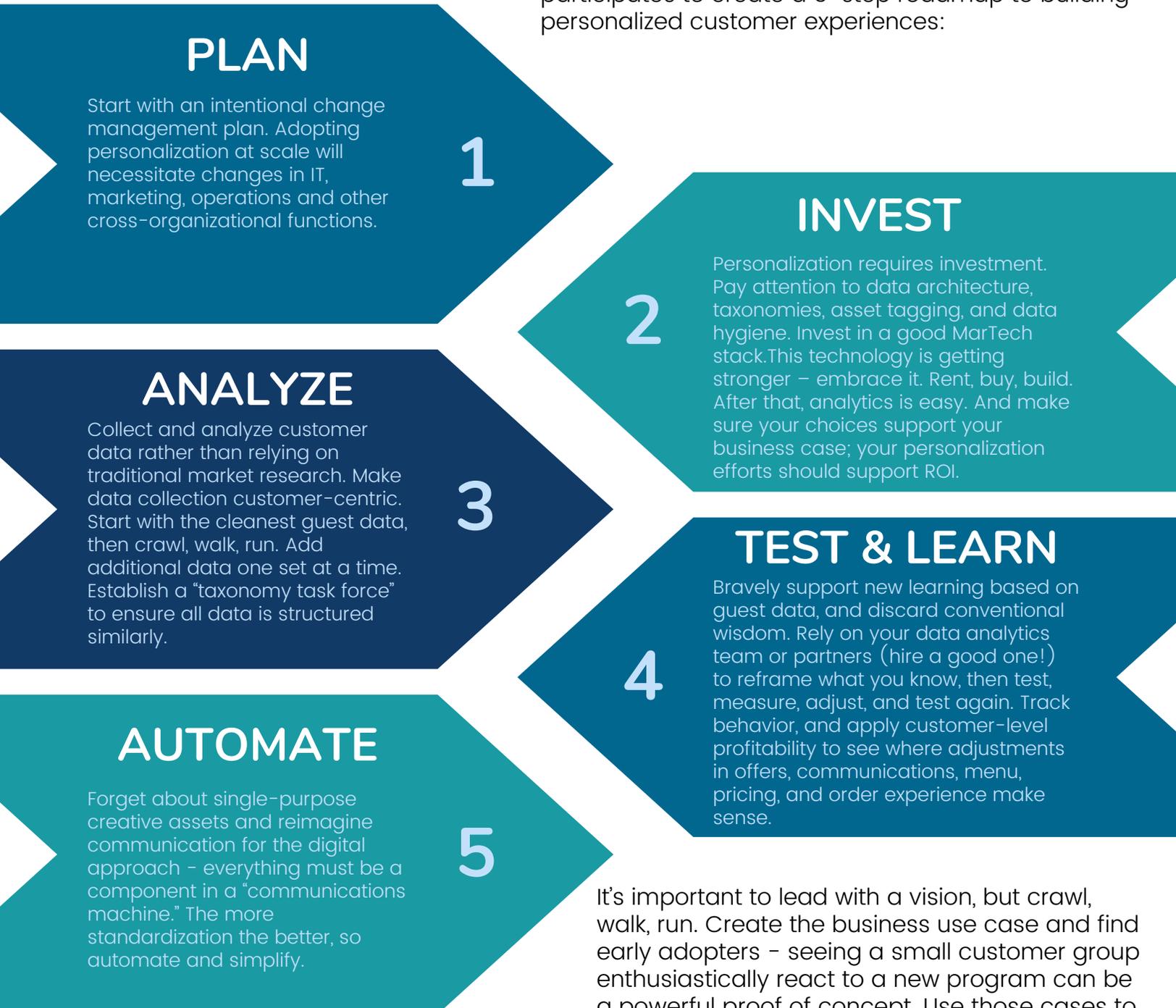
The pandemic forced us to reinvent in ways that have freed the industry from constraints

New advances in restaurant creation, such as ghost kitchens and virtual brands, have an advantage over traditional on-premise models. By conducting all customer interactions and transactions online, they avoid the challenge of linking online and on-premise guest data altogether.

Although virtual brands and ghost kitchens are able to acquire customer data more quickly through their online order and delivery models, they will soon need to focus on customer retention and loyalty to remain competitive. These new tech-centric brands have the potential to lead the industry in building data-driven personalized marketing platforms.

Your 5-Step Path to Personalization

Bringing personalization at scale to restaurants will be a long road, starting with small steps. Personica has worked with personalization round table participants to create a 5-step roadmap to building personalized customer experiences:



It’s important to lead with a vision, but crawl, walk, run. Create the business use case and find early adopters – seeing a small customer group enthusiastically react to a new program can be a powerful proof of concept. Use those cases to build support for programs that continually reach more customers. And don’t obsess about 1:1 personalization right away. Move from one-to-all to one-to-some segmentation first and build from there.

CONCLUSION

Personalization is crucial for the future of restaurant marketing. Future personalization simply brings current customization best practices to scale.

Restaurants of all types are already experts in on-premise personalization - it's part of our DNA as an industry. Think of the coffee shop that prepares a regular patron's favorite drink when she steps in the door, or the five-star bistro that keeps anniversaries on file and surprises couples with champagne - both of these establishments are personalization masters.

It's clear that consumers expect personalization in their e-commerce, entertainment, and dining experiences. Some restaurant customers already enjoy simple personalization like birthday, join anniversary, or new member activity status messages. **Ultimately, the service experience will integrate data-driven personalization throughout in-store and digital environments.**

We hope we've succeeded in demystifying the difficulties restaurants face when bringing personalization to market, and given you some clear steps you can take now to begin building your personalization plan. The future may be **personalized restaurants**, where each step of the restaurant experience meets individual customer needs, bringing the overall brand promise alive in individually relevant ways. Personica's goal is to help all restaurant teams consistently and easily **serve up five-star, personalized guest experiences.**

ABOUT PERSONICA

With the growth of our Engage marketing and customer data platform, Personica is exploring the edge of what is currently possible for restaurant personalization, and pushing the boundaries toward what's next. We're incorporating the 3Ds into every piece of our platform development, and are looking forward to partnering with restaurants who want to create a personalization engine that connects all customer experiences - from first sign up through each campaign and transaction.

Sources:

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