DIGITAL TRANSFORMATION IN RESTAURANT

TAKE ADVANTAGE OF **BOTH ONLINE AND OFFLINE** CHANNELS
MANAGE YOUR RESTAURANTS VIRTUALLY FROM ANYWHERE IN THE WORLD
USE DATA TO LEARN AND **BRING YOUR LOYAL CUSTOMER BACK** IN YOUR RESTAURANT
GET COST BENEFITS BY **AUTOMATING RESTAURANTS OPERATIONS**
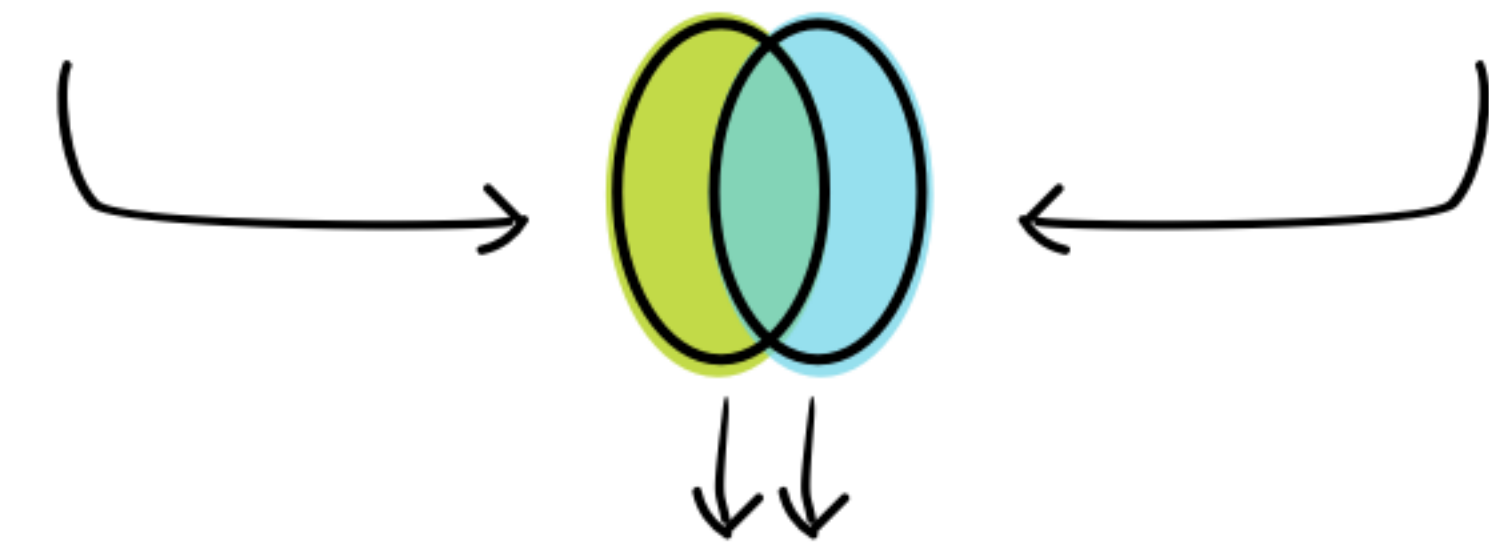
CONNECTED RESTAURANT
THE FUTURE OF IN-RESTAURANT EXPERIENCE AND ONLINE ORDERING

OFFLINE RESTAURANT
- (−)
  - OLD TECHNOLOGIES AND BUSINESS MODELS
  - HIGH OPERATIONAL AND MARKETING COST
  - LIMITED REACH
  - LOSING COMPETITIVENESS TO ONLINE AGGREGATORS
- (+)
  - EXCITING DINING EXPERIENCE
  - PERSONALISED SERVICE

ONLINE RESTAURANT
- (−)
  - NO DIRECT CUSTOMER CONTACT
  - HAPTIC COMMUNICATION IS MISSING
  - COMPLEX LOGISTICS
  - COMMISSION TO ONLINE AGGREGATORS IS HIGH
- (+)
  - DATA FOR THE ENTIRE CUSTOMER BEHAVIOUR IS AVAILABLE
  - WIDER REACH

DIGITAL RESTAURANT
- (+)
  - MORE OUTLETS
  - STRONG LOGISTICS WITH ONLINE & OFFLINE ORDER FULFILMENT
  - BRAND IS MADE OFFLINE; SALES IS ONLINE
- (+)
  - PURE FOCUS ON CONSUMERS
  - LOW OFFLINE (PROPERTY, HR AND INVENTORY) COSTS
  - REAL-TIME OMNICHANNEL CONNECTED TO CONSUMER

✓ I WANT TO…
- ORDER IN RESTAURANT, RECEIVE AT HOME
- ORDER ONLINE, RECEIVE AT HOME
- ORDER ONLINE, PICKUP FROM RESTAURANT
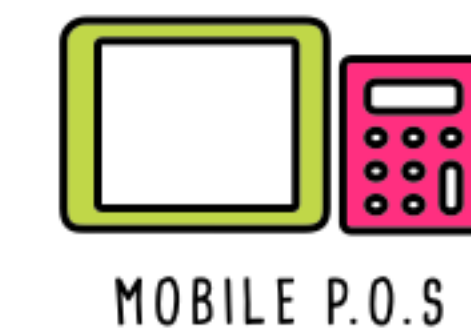- SEARCH BEST CUISINES/ RESTAURANTS AROUND ME

✕ I DON'T WANT TO…
- QUEUE UP IN RESTAURANT TO PAY
- GO THROUGH MULTIPLE PAPER MENUS TO SEARCH FOR THE FOOD
- ORDER WITHOUT CHECKING THE RATINGS AND REVIEWS
- EXPERIENCE DELAYS IN DELIVERY
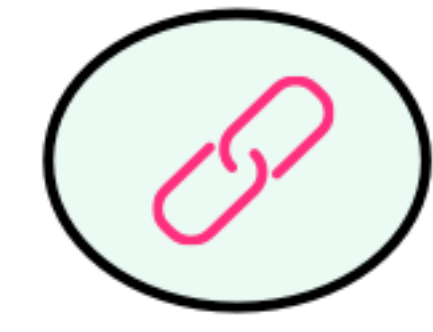- WAIT OUTSIDE RESTAURANT TO GET IN

CUSTOMER TOUCHPOINTS

OFFLINE — DINE-IN & TAKE AWAY RESTAURANT

MOBILE P.O.S
- SELF-ORDERING DEVICES ✓
- DIGITAL MENU ✓
- FEEDBACK ✓
- CRM ✓
- KITCHEN MONITORING ✓

CONNECT
- GUEST WI-FI ✓
- SOCIAL NETWORK ✓

CUSTOMER MOBILE
- SELF ORDERING APP
- LOYALTY ✓

ONLINE — MOBILE AND WEB
- SELF-ORDERING ✓
- RESERVATION ✓
- REVIEW AND RATINGS ✓
- PAY VIA SMARTPHONE ✓
- CUSTOMER LOYALTY ✓

AGGREGATORS
- deliveroo — DELIVEROO
- foodora — FOODORA
- zomato — ZOMATO
- SWIGGY FOOD DELIVERY APP — SWIGGY
- foodpanda — FOODPANDA
- UBER eats — UBER-EATS
- Delivery Hero — DELIVERY HERO
- GRUBHUB — GRUBHUB

BACKOFFICE - MICROSERVICES
- MENU MANAGEMENT ✓
- C.R.M. ✓
- INVENTORY MANAGEMENT ✓
- LOYALTY BLOCKCHAIN
- MARKETING
- ORDER FULFILMENT ONLINE/OFFLINE ✓
- PAYMENTS ONLINE/OFFLINE ✓
- LOGISTICS
- ORDER MANAGEMENT ✓
- ANALYTICS ✓
- FINANCE AND ACCOUNTING ✓
- STAFF MANAGEMENT ✓
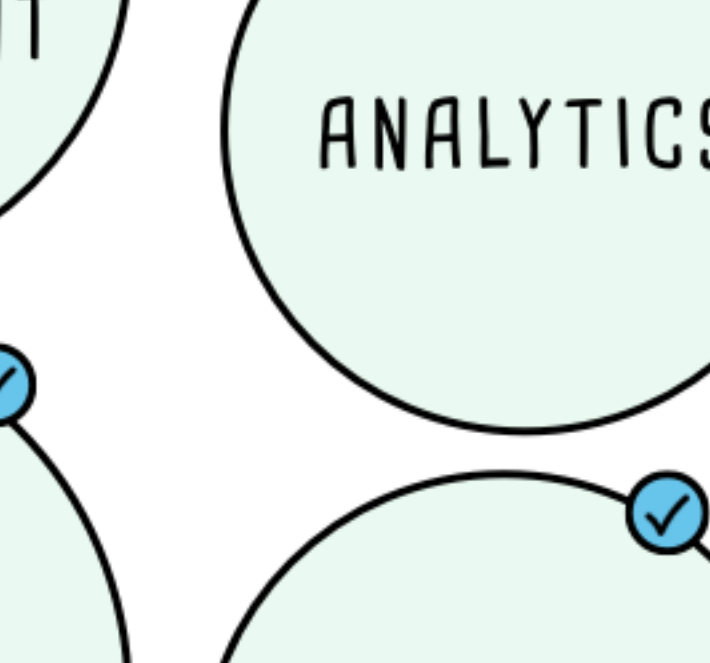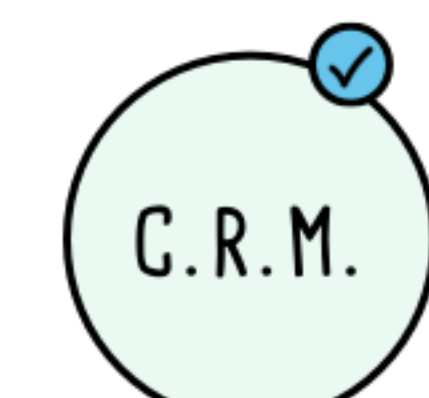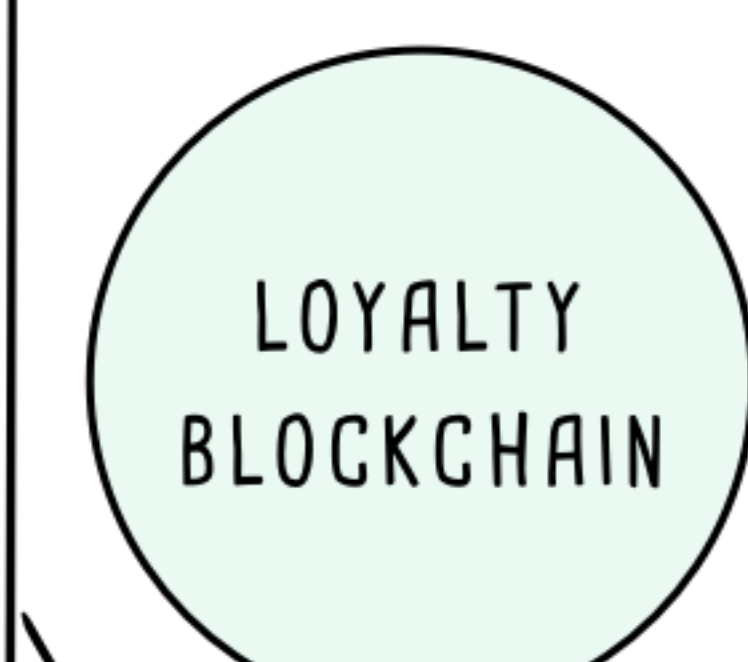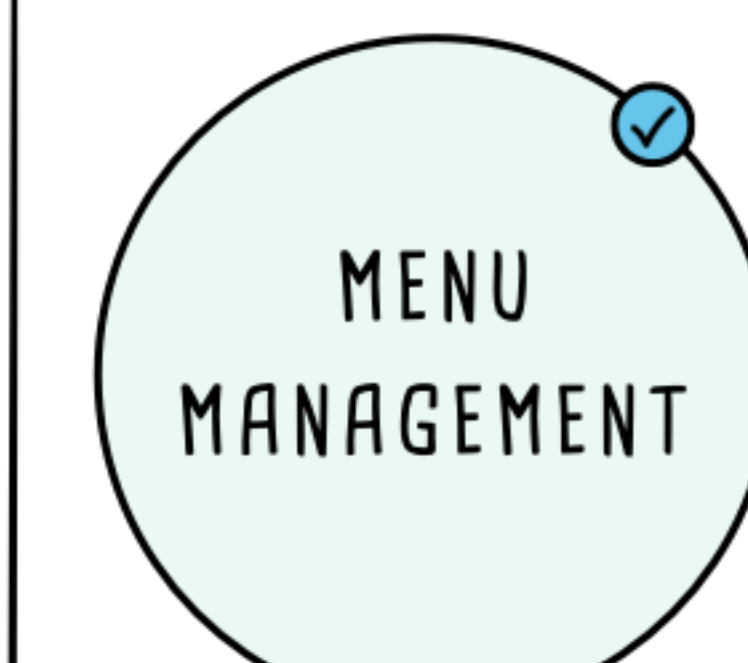
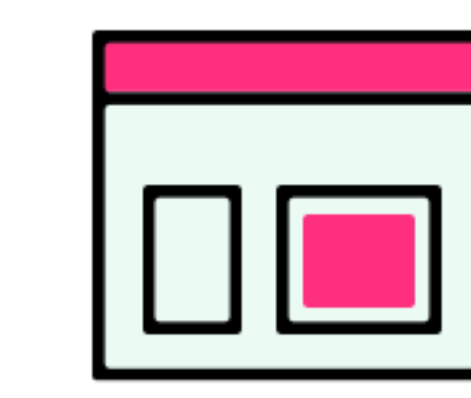## OPERATIONS
SUPPLIER
- RAW MATERIALS ✓
- FINISHED PRODUCTS
- NOTIFICATION FOR DAILY REPLENISHMENT
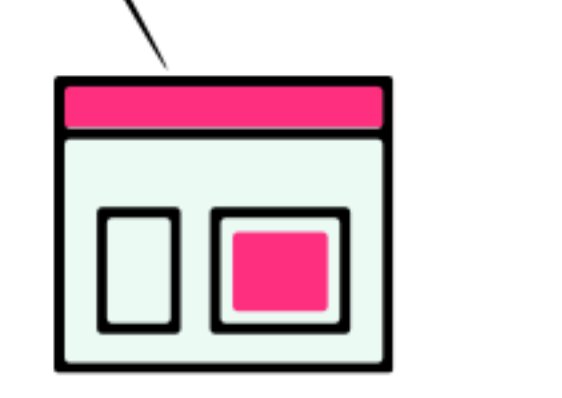
RESTAURANT/ DARK KITCHEN — WAREHOUSE/STORE
- MOBILE:
  - GOODS IN ✓
  - TRANSFER GOODS ✓
  - INVENTORY ✓

LOGISTICS
- AUTOMATED ASSIGNMENT ✓
- FAST DELIVERY IN 30-60 MIN
- DRONES
- DELIVERY TRACKING ✓
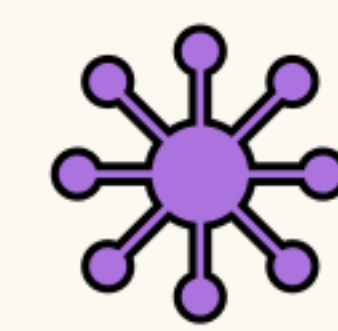- BLOCKCHAIN

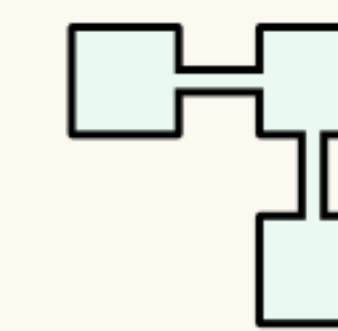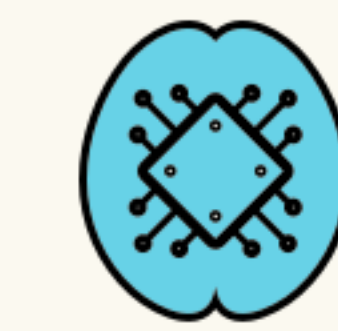RESTAURANT/ STORE — SUPPLIER — HOME

TECHNOLOGIES:
- MOBILE
- MICROSERVICE
- OPEN API
- BLOCKCHAIN
- A.I.
- BEACONS
- I.O.T.