

FOODTECH: HOW DIGITAL TECHNOLOGY CAN ENHANCE THE CUSTOMER EXPERIENCE IN SHOPPING MALLS



April 2018

Footfall in shopping centres is in steady decline, mainly due to the rise of e-commerce. How to get customers back and what role will FoodTech play?

Why FoodTech in shopping malls?

Shopping malls are places of experience, discovery, and sharing. In order to drive footfall, it is critical for them to keep this level of experience high for customers to enjoy their journey.

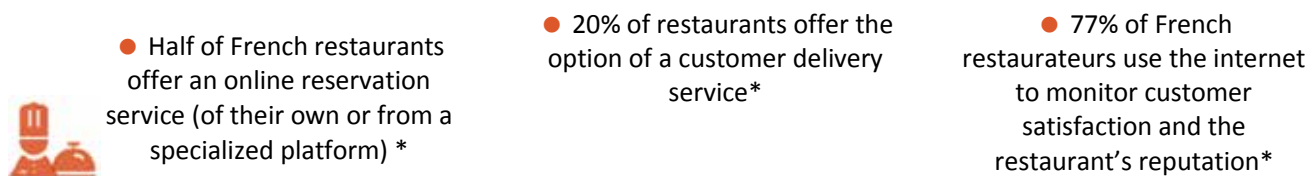
Restaurants, particularly trendy food brands, are strong drivers to increase footfall. They are becoming increasingly key elements in creating a shopping mall's unique customer experience. The arrival of new digital and FoodTech startups keeps this market highly dynamic, constantly reinventing the customer experience.

By FoodTech, we mean here all digital solutions aimed at improving the customer experience, by making it seamless or by enhancing it. In general, it refers to all digital solutions that enable food operators to simplify and improve their interactions with customers (front office) and the management of their point of sale (back office).

The rise of digital tech in all of our daily lives has reached dining, where customers now demand digital services:



As a result, many digital solutions have arisen, and F&B professionals have already started to implement some of them:



For most digital usage today, demand is higher than what's currently on offer. For example, 33% of French customers have already ordered through a click and collect system, when only 13% of French restaurant enable them to do so*.

In Shopping Malls, interactions between customers and restaurateurs need to be even more seamless as customers are often on tight schedules. Tech needs to offer new solutions, such as when a group of friends want to be able to choose their food from different booths in a food court without losing their targeted table, or making it possible for a busy mum with hungry children to pre-order a meal at the closest restaurant while she is making her last purchase in a retail store.

Digital innovations like these will be absolute essential in guaranteeing customers the best possible experiences in the future. But, out of all of the many possibilities, what are the fundamental starting points? And how will FoodTech impact the F&B market in shopping malls in the coming years?

**Food Service Vision, May 2017 Digital in Restauration Study, 1.000 customers and 160 professionals*

Digital experts answer

To provide answers to those questions, Food Service Vision interviewed three digital experts of European foodservice markets:



Ghislain Rouëssé
CEO and founder of Billee



is a mobile application that allows customers in restaurant to split and pay their bill on their smartphone. They don't have to wait for the waiter, the bill in itself, the card payment terminal and the expense bill. The customer can directly manage all this in less than 1 minute. It is a win-win solution as it improves customer experience, increases table rotation and frees up time for the waiter.



Jérémy Cazalas
VP Sales & Marketing of Awadac



is an interactive ordering solution integrated into restaurant connected tables or ordering machines. It permits customers to place orders from their seat, communicate with staff members and eventually play games, be aware of train timetables... From the restaurant standpoint, it decreases waiting times and increases the average check using suggestions of other items.



Mustafa Aslandag
CEO & founder of What's Beef!



is a freshly made burger restaurant chain with currently 4 locations in Germany and 3 on going sites. They have successfully leveraged digital tools for their communication strategy, pre-paid orderings, on-site experience strategy and operations, so that they have met a great success from their first opening.

FSV

What were the starting points of your projects?

G.R / BILLEE

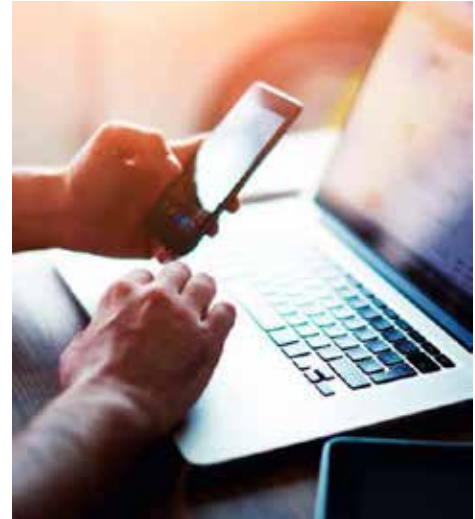
We had the idea of creating Billee while having a drink at a bar. We realized that paying the bill can be a real pain point both for the client and the restaurant. With today's technology, it doesn't make sense anymore to wait 20 minutes to pay. From the restaurant's perspective, there is a shortfall because the tables are not generating income during this time...

J.C / AWADAC

It all started from the observation of the customer experience in flow areas, many people have time to kill and want to enjoy something to eat and relax. These places are usually really crowded. it is hard to find a waiter and the service can be slow. As a consequence, customers end up being in rush and don't enjoy their experience. We wanted to improve that.

M.A / WHAT'S BEEF!

With my partners, we travelled the world and discovered many places where we could eat really great burgers. That was in 2012. In Europe at that time we only had Burger King and Mac Donald's, so the main idea was to introduce fresh burgers to the market. We did some analysis and realized that all the players had an offline communication strategy, so we decided to capitalize on online channels and it had a big impact!



FSV

What are the benefits of your solutions?

G.R / BILLEE

For the customer, our added value is to allow them to pay in less than one minute. We also offer the option for all the guests to split the bill. For the restaurant, it obviously reduces the payment waiting time, and allow them to welcome more traffic. Also, it gives more time for the waiter to focus on service, advices and upselling. What we can see today thanks to Billee is:

- An acceleration of the **table rotation**: +50% customers served on a rush hour
- Significant **improvement of tips**: 70% of Billee customers leave tips (vs. 45% without Billee) and average tips increase by +25%
- **Certified feedback**: The customer can leave a feedback – 100% certified as directly linked to the transaction
- **Useful data analytics** and drive to store tools: thanks to our analytics and ad-tools restaurants can better target clients based on their preferences and simultaneously reduce marketing costs.

J.C / AWADAC

*We create value for all the stakeholders. The customers save time ordering and have a new experience of choosing their items in a more entertaining way. They can still call a waiter if they need help. For the restaurant, our solution has a large marketing potential: it is a real tool to **highlight their offer**. We observed an **increase of 25% in the average check** with our solution. Awadac generates **data analytics** that help the restaurant to optimize the menu and improve the offer. For suppliers, Awadac is a tool for **trade marketing**. B2B2C brands can be pushed through the Awadac tool – as an example, an advertisement for a coffee brand can be proposed at the end of the meal.*

M.A / WHAT'S BEEF!

*We try to create the best experience possible for the customer. At What's Beef! we have a strong digital strategy, **from communication to payment** and even **customer in-store experience**. Before the opening of our stores, we were already communicating with our future customers through Facebook. In 2014, we launched our mobile APP so that customers can **order, pay, and specify their exact arrival time** ... Everything is prepaid, pre-ordered, and ready when they arrive. When eating on-site, we allow our Instagram customers to live their 15 second of Fame on the restaurant screen if they post a picture of themselves on our Instagram page.*

How will the F&B market evolve with the development of digital technology?

G.R / BILLEE

Digital will bring a lot of value in the F&B especially because it helps businesses to **enhance the customer experience** and to **focus on the service**. Many challenges are coming: FoodTech companies will have to offer an even more **fluid experience**, with **high level customer service**, all this on a **very stable platform**. Digital technology has increased customer expectations. Our services have to be perfect but flexible enough to be adaptable to the restaurant specific needs.

J.C / AWADAC

One major change will affect **cash registers**. Today they are the cornerstone of the restaurant. Many digital solutions for payment are developing with tables or on smartphones. In the future, **transactions will be decentralized** and this will have a **large impact on the operations** and even the **look and architecture** of restaurants!

M.A / WHAT'S BEEF!

The F&B market will be affected by mobile technologies. Most **local research** today is already done with smartphones. Back of **house management** will also be strongly transformed by digital technology. We have many projects in the pipeline, like **in-site geolocation** so the customer doesn't have to get up anymore to pick up his order, or **predictive analytics** with Google so we can know exactly how many people are in the neighborhood and will come in... It will have an impact on so many aspects.

Most FoodTech innovations are focused on delivering a great customer experience and creating value for them. Customers expect more convenience, more reliable services and will be less likely to accept today pain points in the future. Therefore, understanding and anticipate FoodTech future change and impact on the F&B market in shopping malls is critical for all the actors of the industry who want to succeed, as that will shake up today's market

Food Service Vision, the leading French consultancy company on foodservice market will animate a master class about FoodTech and its impact on customer experience in shopping malls during MAPIC F&B trade fair, on 23rd of May in Milano.

During this Masterclass, you will be provided with keys to clearly understand consumer pain points and experience improvement opportunities, through a 3-level vision regarding consumer expectations:



“Basics”

solutions that answer exciting needs that you can no longer afford to ignore. For these solutions you should have strong and viable partners.



“Push”

solutions that generate both satisfaction and discontent if not well executed. For these solutions you should find reliable partnerships but they can be still growing.



“Bonus”

WOW effect, solutions that generate only satisfaction and surprise. For these solutions you can have more innovative partners, young startups as the risk level is low.

Food Service Vision drive you from diagnosis to final recommendations in your foodservice stakes and provide you with link to the FoodTech companies and existing digital solutions.