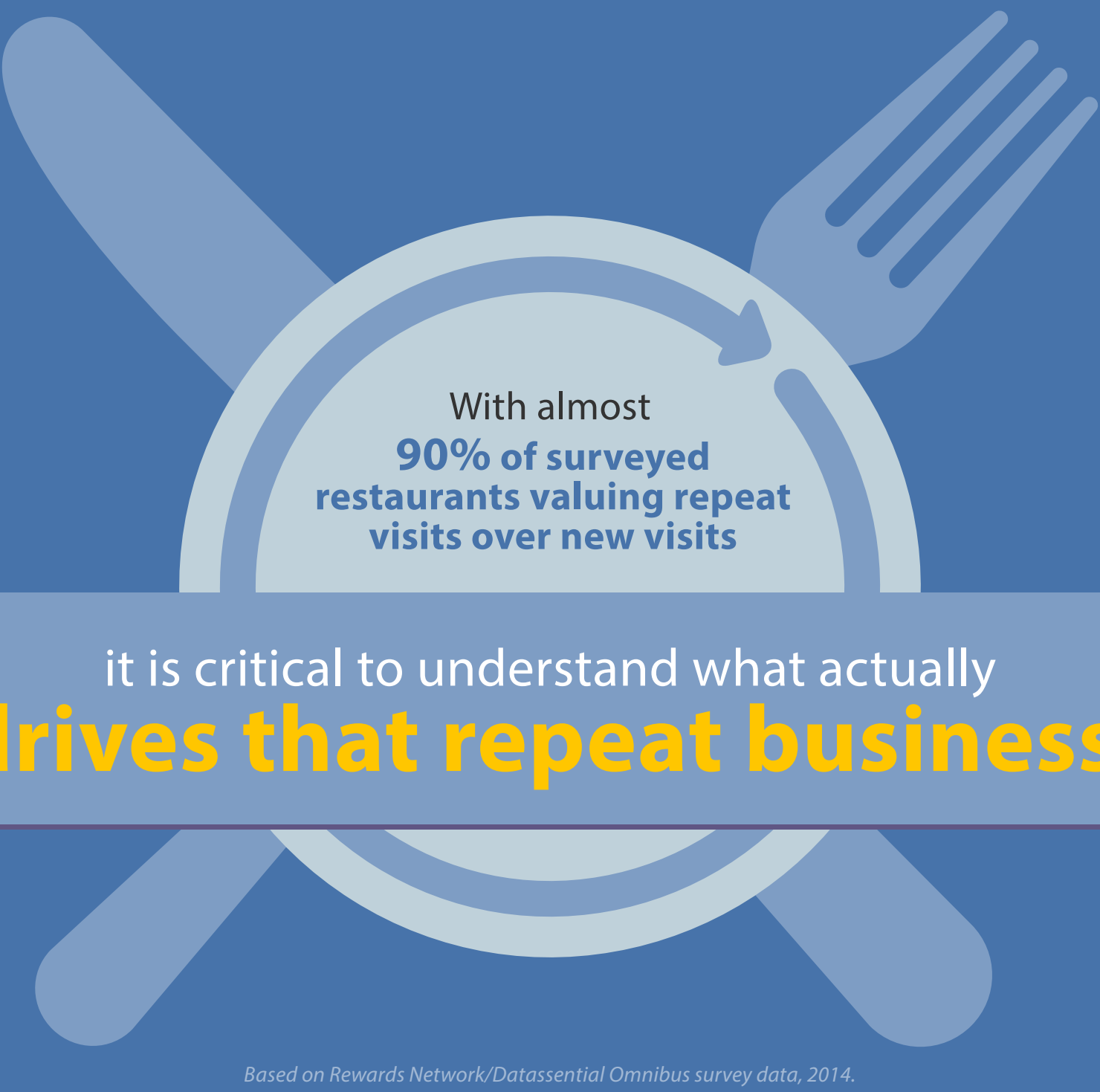




rewards
networkⁿ_{SM}

The Key to Successful Restaurant Marketing





With almost
90% of surveyed
restaurants valuing repeat
visits over new visits

it is critical to understand what actually
drives that repeat business.

Based on Rewards Network/Datassential Omnibus survey data, 2014.

It all starts with the occasion.

Not every customer goes out for the same reason.



You can't control the occasion that drives dining decisions. Datassential IFMA has defined at least 28 dining occasions including:

- Dinner on the way home
- Hanging out with friends
- Work break
- Food for energy

You either fit their need or you don't – but when you do, so do all of your competitors.

However... you can control the motivation to get them there, and **how** you meet and exceed the customer's expectations during their visit, influencing a return visit.

How can you influence a return visit?



Through reviews,
ratings, and
recommendations

These features describe
the anticipated experience.

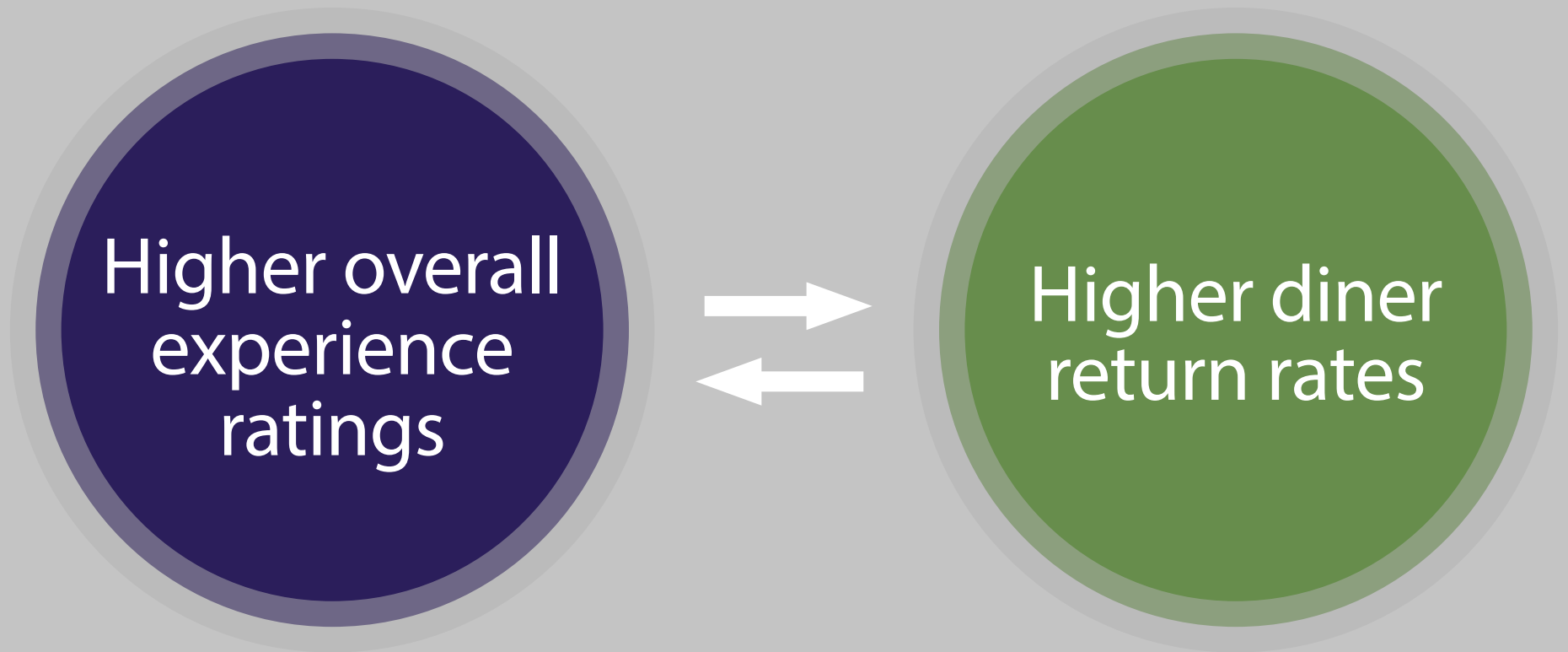


By differentiating
yourself beyond
those features

Provide your diner with some
motivation to choose you over
another restaurant.

If a customer has already been to your restaurant, they already have a benchmark influencing that dining decision. If you don't focus on the right features or incentive, someone else most likely will.

It's not just about the food!



Nearly half of restaurants surveyed by Rewards Network believe their food is **the #1 reason** customers return to their restaurant.

Our data shows that food is **not** the #1 influencer on return visits.



Based on **99,000 verified diner surveys** and actual dining behavior, Rewards Network data shows that **overall experience** is the biggest driver for return visits.

Food is part of the overall experience, but so are **service, value, and cleanliness**. All of these factors come together to drive repeat business.



Still believe that a great food rating will tip the scale?

Overall experience is the driving force behind return visits. Even if your food is rated higher than overall experience, the likelihood of a return visit is lower.

-20%

In fact, when the food rating is 1 point higher or lower than that for overall experience, there is a 20% drop in the likelihood that diner will return to the restaurant.



-38%

And when the food rating is 2 points higher or lower than that for overall experience, the chance of that diner returning is actually 38% lower (compared to both ratings being equal).



This proves there is more affecting dining decisions than food alone.

Not only does overall experience influence diners' return visits, it also **influences their recommendations to others.**

95%

of diners who rated overall experience a **5 out of 5** also said that they would recommend the restaurant to others.



If overall experience was only **rated a 3**, the **likelihood of a recommendation to friends and family drops to 6%**, and to **only 1% for a 1 or 2.**

Ratings matter.

Be sure you are closely monitoring your ratings with a system that is trustworthy and provides feedback from verified diners.

- Inspect both survey responses and verbatim comments.
- Look for trends and take all feedback seriously.
- Don't simply take your servers' word for it or go with anecdotal feedback. Using data based on actual dining behavior and feedback from verified diners is a more objective way to analyze your business.

The right rewards make a difference.

Participation in a dining loyalty program that offers rewards of choice has an impact on returns. At the tipping point of the dining decision, the right kind of motivation makes a difference.

Rewards of choice are personal.



Rewards of choice influence those valued return visits.

Based on 103,000 verified diner surveys and actual dining behavior,

diners who initially went to a restaurant due to the Rewards Network program participation are **twice as likely to return** to that same restaurant than diners who did not choose the restaurant for that reason.

Dining activity can be influenced

with the **right offer** at the **right time** to the **right people**.



Motivation is not one-size-fits-all.
You don't need to influence the same
behavior across the board.

Customers who frequent your restaurant *and* spend don't need the same incentive as those who haven't come in recently or who don't spend as much when they do.

- Rewards Network saw a **14% increase in incremental spend with a bonus targeted to a group of active diners** as an extra incentive to specifically motivate their additional dines
- and a **17% increase in spend with a targeted bonus to diners** who were not active prior to the bonus.

Use your data to know your customers, motivate spend, and optimize for your greatest return on investment.

The Bottom Line

Get to know your audience and their current dining behavior using **actual dining data**, not assumptions based on your observations.

Data reveals the most meaningful motivations that drive your repeat customers and spend.



It's about more than give-aways or discounts.

Don't risk your overall value. It's about providing a memorable experience with the best service and the best food in a clean and welcoming environment.



Your diners should always feel that they made the right choice.

Exceed expectations on all fronts and reward them for the behavior you want, and diners will return to your restaurant. They will tell their friends, families, and acquaintances, too.

It's critical to have a system where you can closely monitor reviews and ratings, including the attributes that make up that overall rating.



What will tip an otherwise even scale?

The key is to reward the right behaviors with the right incentives and rewards. Get to know your customers and their actual dining behavior by looking to your transactional data. Only then can you use that data to motivate their final dining decision and increase return visits and spend.

Assessing the whole picture will let you continue to improve on every aspect of your business.

A CARD-LINKED PROGRAM

Rewards Network understands consumer behavior – and we have the data to prove it.



Uploads
60,000
content assets
in a year



Sends over
1 million
comments
to restaurants every year



Reads over
13.5 million
transactions



Sends over
154 million
emails in a year



Houses over
11,000
restaurants on the program



Issues over
1 billion
rewards every year

HOW IT WORKS

Rewards Network is a card-linked marketing platform that drives revenue for restaurants.

We make it simple - there are no new processes or additional training for your staff members. It is a seamless implementation by us, for you.

HOW IT WORKS



01 REWARDS NETWORK and our **PARTNERS** entice consumers to join one of our frequent dining programs.

03 We drive **DINERS** using multiple marketing platforms.



Web



Email



Mobile



Social Media



02 CONSUMERS choose the reward they'd like to earn.



Airline Miles



Reward Cards



Charitable Contributions



Hotel Points



College Savings

04 After dining at **PROGRAM RESTAURANTS** diners complete reviews about their experiences to collect their rewards.



SUBMITTED



05 RESTAURANTS receive diner feedback in multiple forms.



Comments



Ratings



Trends



Customer Sentiment



Scores

Want to learn more about how Rewards Network
can help your restaurant grow?

Contact us today:

restaurants@rewardsnetwork.com

or visit RewardsNetwork.com

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Unless otherwise noted, all statistics and data referenced is the product of Rewards Network[®] analytics reporting.

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