

Restaurant Revival – Growing your business Post COVID-19 Crisis

- Started by doing a Poll on how many people have dining rooms open
 - o 50 % splits
- How many are looking to reopen in the next 2 weeks

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Agenda

1. Bring customers into your rest, with zero risk
2. Collect customer data, with zero effort
3. Collect the RIGHT data
4. Handle customer experience in the “New Norma”

Hownd

- Focus is on brick and mortar business and getting people in there with no risk
- The right message in front of the right customers at the right time
- Conversion rates on your website, emails

Ovation

- Actionable guest feedback tool
- On premise or off premise
- Realtime for the restaurant
- Collect data, tablets, signage, apps
 - o Chat with your customers instandling who are not happy

The Shit Storm:

- The global pandemic impacted local business like nothing seen before:
 - o Slowed or stopped customer foot traffic
 - o Temporary and permanent business closures
 - o Potential for future impact is uncertain
- It's time to raise the sails

Plan for Opening Day

1. Staffing
2. Inventory
3. Foot Traffic – Customers!

Hund can help with Foot Traffic and getting them into your doors

We want to dine in, but... Not yet for many

- 55% OF Consumers still avoid eating out
- 27% nervous, but still will eat out
- 18% have no concerns whatsoever

Support vouchers for the win!

- You get revenue now, consumers visit you when they feel ready!
- How do they work and why?
 - o Give consumers a “Thank You” for support
 - Discounts 20-25% see best results
 - o Simple purchase process
 - 3-6x higher conversion than webstore gift card program

Traditional Marketing Post Covid

- Complex and time consuming
- You pay for effort (not results)
- You are already wearing too many hats
- Difficult to track ROI
- Risky
- Local business owners need a better way

Results delivered pricing (Hownd)

- You're only charged when it works!
 - o Pay only for results
 - When people enter your doors, vouchers are used
 - You tell them what promotions you want to run, when a consumer redeems the promo you will get the money from the purchase right away
 - o Zero-risk
 - o Flat rate fee (no revenue share)

Actionable Promotion

- To your database and to the MyHownd Consumer community
 - o Coupon claim
 - o Buy now
 - o Support voucher
 - o Data collection

Effortless Consumer Reach

- Social
 - o They will create call to action promotions
- Email
- Website
- MyHownd

Get Started

- \$0 + results delivered fee
- Unlimited coupon, gift card, and buy now offerings
- Birthday and anniversary offerings and reminders
- Website integration for data collection and bounceback offers
- No risk, no contracts, no monthly fees

Social & Website Audit (Jacob can do these one on one)

- Review website and CTA's
- Review/update profile
- Create facebook community
- Stay engaged and share excitement

Collect Data, with zero effort

- Website data collection
 - o Simple setup, instant results
- Easy website plugin
 - o The consumers gets a coupon (This has been proven to be very successful)
 - o You get their email
 - o Coupon increase conversion rates of Web Traffic - - - > Foot Traffic
- Wifi data collection
 - o Data collection
 - When customers go in to connect to the wifi
 - o Bounce back
 - o Birthdays

- Cleanliness is next to Godliness
 - o Reassure and continue to reassure cleanliness and safety
 - o Take extra measures once re-opened
 - o Increase health procedures
 - o Make sure your efforts are visible, but not alarming

Collect the RIGHT Data

3 R's of Reasons for Data

- Reporting
 - o Who is coming in and how often are they coming in
 - Revenue
 - Relationship
1. Mobile
 - a. 98% of text messages are read within 3 minutes
 2. Permission
 - a. Text violation charges
 3. Satisfaction
 - a. Approach your customers differently from one to the other because they are all different

How to collect Data?

- Check in loyalty
- iPad kiosk
- table topper
- integration
- bag stuffer
 - o QR codes are becoming more popular and relevant, survey less than 5 or fewer questions

Example: San Diablo

- Collect 6K customers
- Brick Oven 21% bounceback
- Blue Lemon \$1500 in 1 day from text message promo

How to handle customer experience in "the new normal"
 "it isn't about how people order, it about how they feel"

New Normal – must be discovered through listening. Talk to your customers and how do they feel comfortable, are you doing enough?

Think of this like it's a grand reopening

How do you find out if your doing Too Little or Too Much? Or Just the right amount?

JUST ASK!! How was your experience

74% of people don't give feedback, too much of a hassle.

Trust is part of the "New Normal"

- 1 in 4 delivery drivers admit to eating food (based off a USA Today Survey)

Accuracy is part of the "New Normal"

- 97% of consumers have had issues with 3rd party delivery

Convenience is part of the "New Normal"

- Text a number and it goes to the store to let them know so they don't get many phone calls when customers are trying to call in and order

What happens with good service, happy with food and so on. Ask for a review!!!

Reviews = revenue

Example: Roxberry – 3.9 to 4.8 stars = 315% increase in traffic

Unhappy reviews?

- Catch before someone posts negative reviews and talk to them and see how you can fix it
- Prompt(5mins to 1 day) + Personal (use their name in email)

How do I do all This?

- Quick pulse survey (text, QR code, ect)
- Happy with service, write a review
- Unhappy, ask what you can do to improve. Within 3 click you can respond to them right away. Text conversation