

What REALLY irritates your customers

And what you can do to avoid it.

Katy Moses
MD

KAM



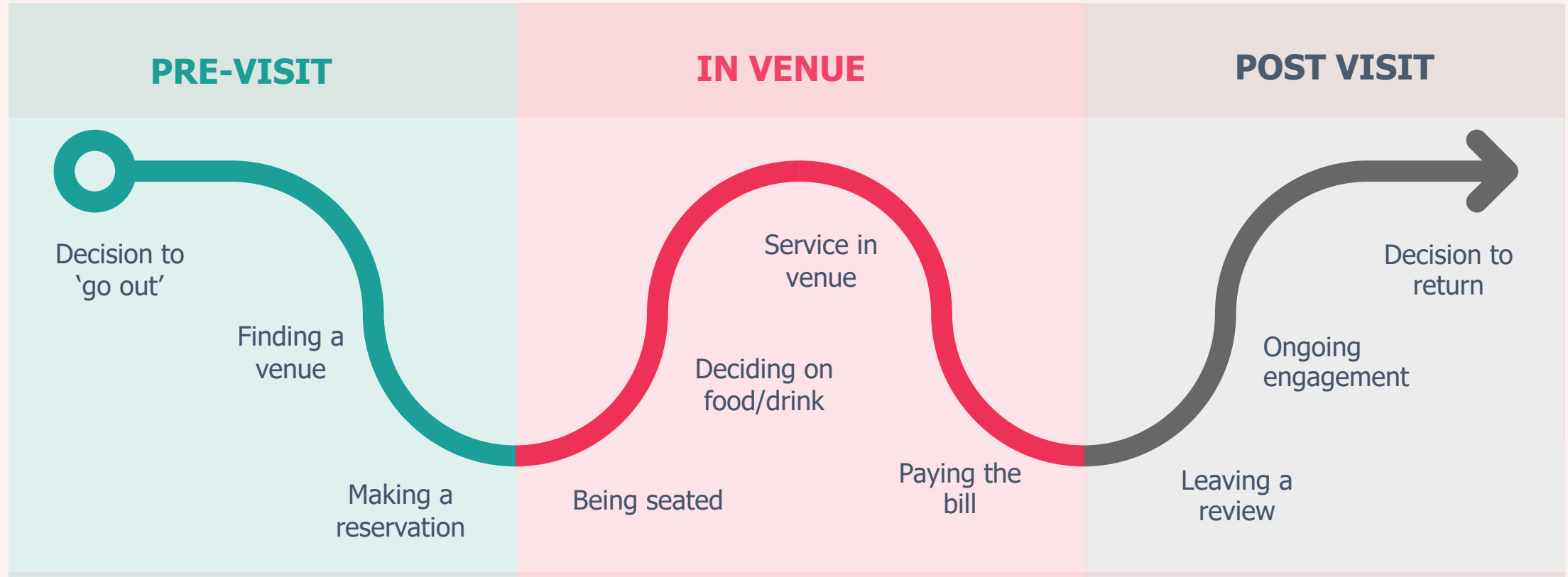
**I MAY BE ON
THE TECH STAGE...**

**BUT TODAY I'M
NOT TALKING TECH.**

*"The tech you use
impresses no one.*

*The experience you
create with it is
everything."*

THERE ARE SO MANY OPPORTUNITIES TO INFLUENCE (& IRRITATE!) YOUR CUSTOMER



WANT TO KNOW HOW TO *REALLY* PISS YOUR CUSTOMERS OFF?

(NB. the TOP 5 ALL happen in-venue)



1.

Tell them the dish they want is unavailable

2.

Under attentive staff

3.

Make them wait 'too long' to pay

4.

Don't have your 'specials' written down

5.

Make them wait 'too long' to order

THIS IS WHERE YOU ULTIMATELY WIN OR LOSE CUSTOMERS... IN VENUE



WHAT CAN WE INFLUENCE IN-VENUE?



1. How the visit affects overall **brand sentiment**
2. How **likely they will be to come back**
3. **What they choose** to drink/eat
4. **How much they spend** (premium options/side etc)
5. **How long** they spend in-venue
6. How likely they will be to **share their experience**

**MANY
VENUES
ARE
CURRENTLY
LOSING
RETURN
VISITS**

Top experiences which have put UK adults off returning to a specific venue within the last 3 months...

1. Unfriendly staff
2. Music too loud
3. Lack of atmosphere
4. Uncomfortable seating
5. Lack of healthy options
-
9. Poor WiFi

CERTAIN CUSTOMER GROUPS HAVE
SLIGHTLY DIFFERENT NEEDS...

EG. WE'RE STILL NOT DELIVERING
IN-VENUE FOR THE 'GOLDEN YEARS'

>1-in-10 Difficulties reading the menu

1-in-10 Felt 'too old' for the atmosphere

29% Music too loud



WHAT'S THE CURRENT REALITY IN TERMS OF CUSTOMER EXPERIENCE?

(in the last 3 months)

26%

Noticed venue was short-staffed

24%

Menu items have been unavailable

22%

Taken too long for food/drink to arrive

INFLUENCING FOOD / DRINK CHOICE

75%

of customers make up their mind when they are IN the venue.

56%

will have also looked at food/drinks menu before arriving.
(Even higher for GenZ and those with young kids.)

Source: KAM X Paytronix - Plan to Plate 2023 Tracker (Dec 2023)



THE CURRENT REALITY IN VENUE?

1. A below par purchasing experience for some (Here are just some examples!)

>1-in-5

craft beer drinkers said they are often
'overwhelmed by choice'*

>1-in-5

customers don't feel confident ordering
wine in pubs, bars and restaurants

1-in-9

find choosing a wine *intimidating*

Source: *KAM X Brixton Brewery Craft Beer research 2023, KAM X Hallgarten & Novum Wine Decisions 2022

KAM

THE CURRENT REALITY?

2. We're missing (so many) opportunities to upsell (Here's just one example!)

1-in-4 customers will default to tap water if they are not drinking alcohol

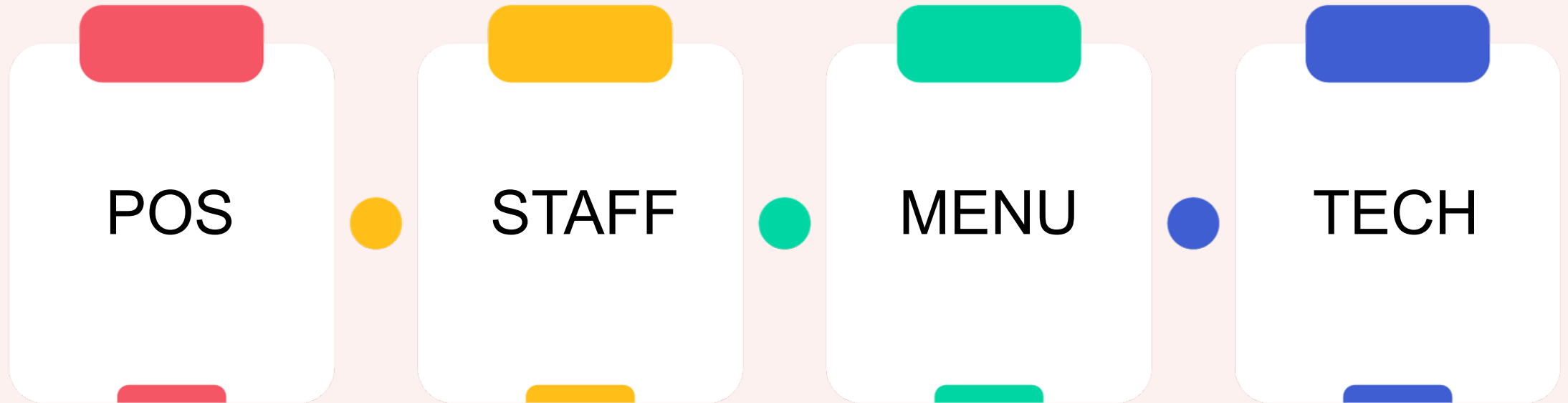
>1-in-3 visits to venues **do not involve alcohol**



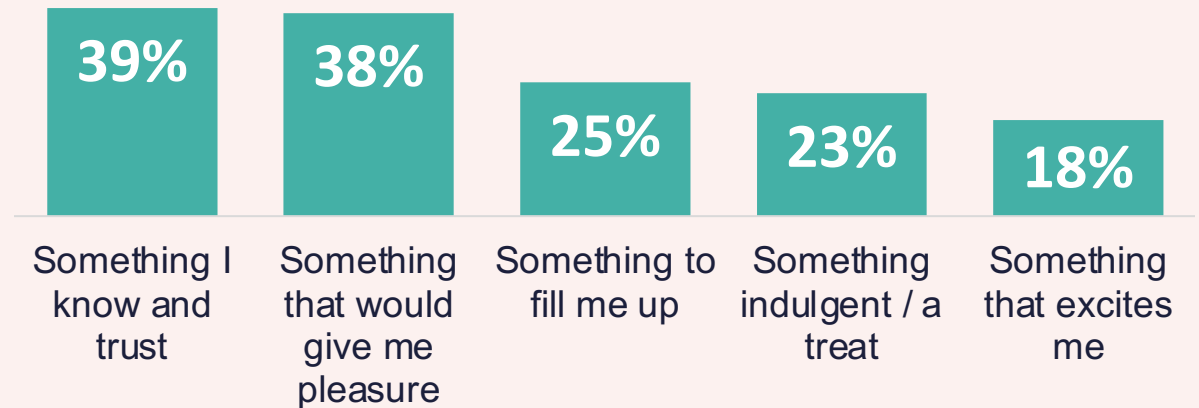
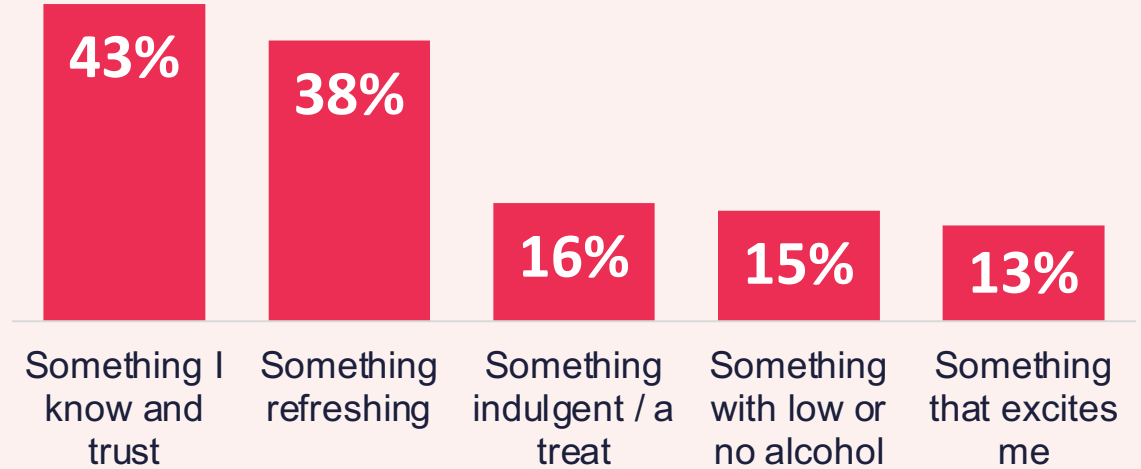
£800m

Missed annual revenue opportunity for venues when consumers order tap water

WHAT TOOLS DO WE HAVE AT OUR DISPOSAL IN-VENUE?



WHAT ARE PEOPLE LOOKING FOR WHEN ORDERING?





55%

of customers said they noticed some form of POS on their last visit.

(48% of 55yrs+ v 76% 18-34yrs)

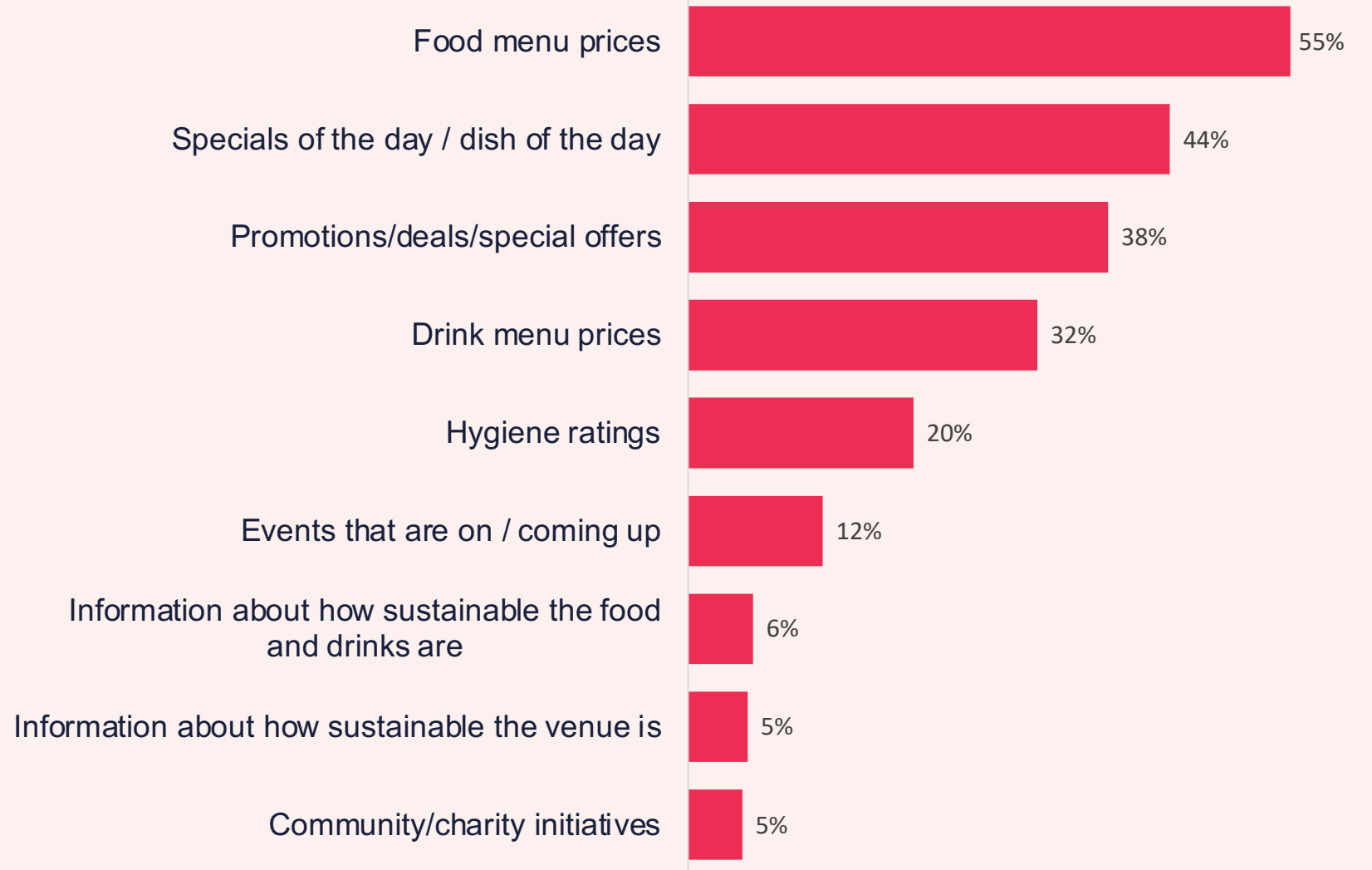


MOST NOTICED POS

1. At entrance
2. On tables
3. Outside venue
4. At the bar
5. In toilets



Information that customers 'actively' look for *when in-venue*



Source: KAM x Paytronix - Plan to Plate 2023 Tracker (Dec 2023)

Would you say that you 'actively' look out for any of the following information when you are inside a venue?



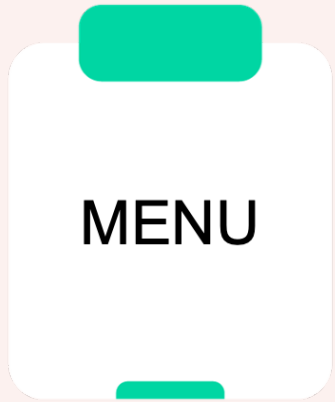
65%

of customers are open to recommendations of certain food or drinks when ordering by staff.



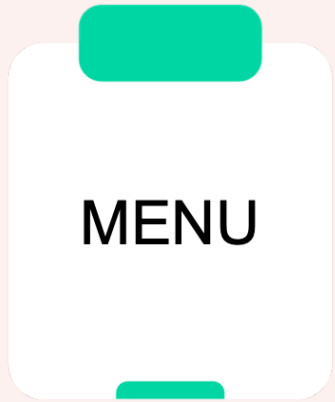
The top things which customers expect staff to be knowledgeable about...



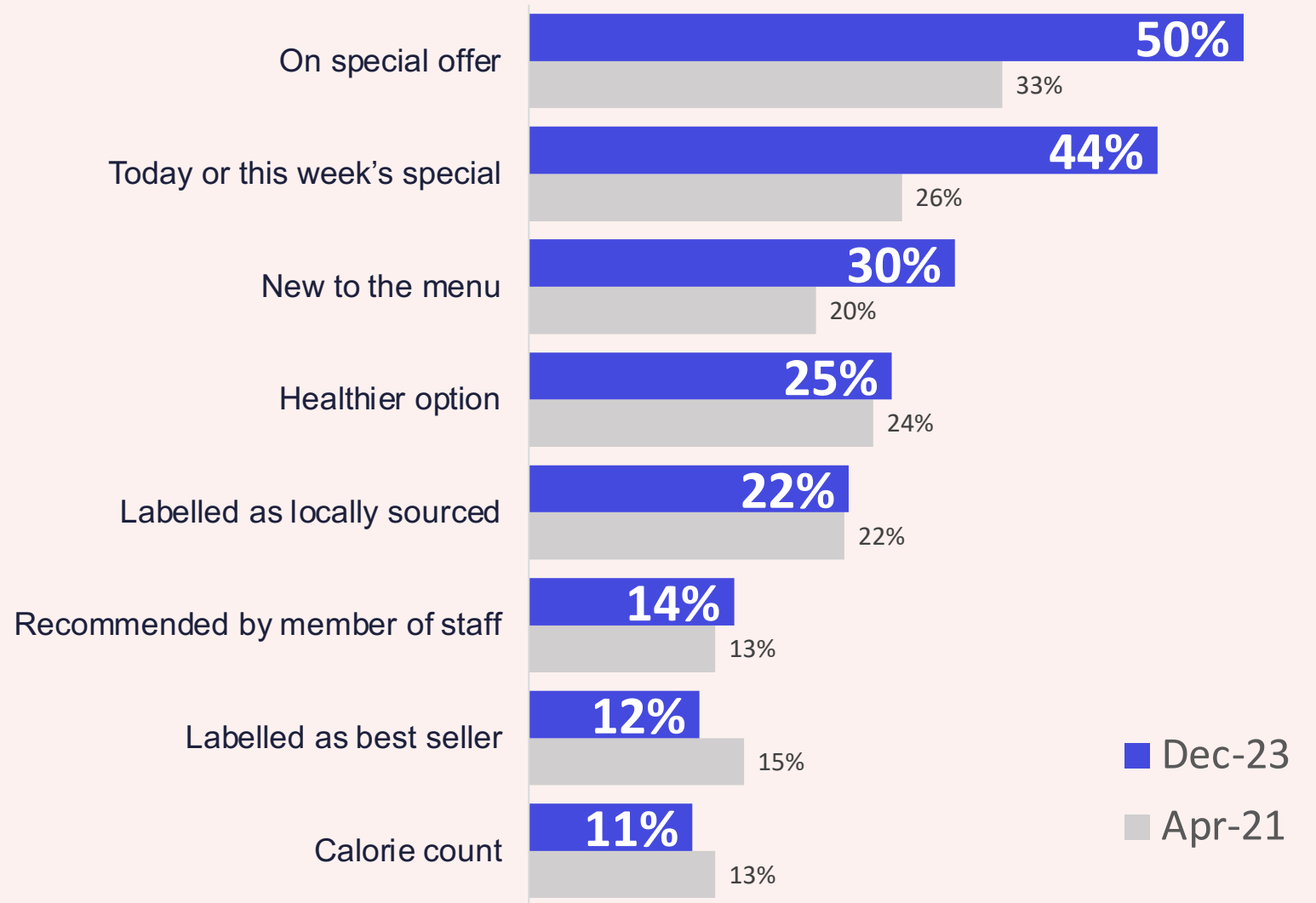


54%

of customers say clear descriptions on the menus would encourage purchase (v 33% in 2021)



The following, if flagged against dishes on a food menu, would encourage customers to order





65%

of customers would like more detail about dishes, such as nutritional info, dietary info, origin, food miles, etc.

52%

of customers would like personal recommendations based off what they've ordered and/or what they usually have.

95%

of customers would like staff to be more knowledgeable about what they sell than they are currently.

WE'VE REACHED THE END, NOW ITS TIME TO PAY.

How likely customers are to want to do the following when paying their bill at a pub, bar or restaurant?



Be able to see how much they're spending as you go, rather than waiting for the final bill

47%

Be able to automatically split your bill with other guests

44%

Pay via an app on your phone rather than with server

41%

Pay when you order via your phone

34%

Give the venue your payment details at the start and then just get automatically charged for whatever you spend at the end

29%

■ Very likely / likely

In summary...

1

Understand the whole journey- make sure you truly understand what's happening at each stage and then consider how tech can influence it

2

Don't overcomplicate the customer's path to purchase- take out ANY barrier to them making (positive) decisions

3

Your teams are your most powerful weapon but they can also do the most damage! (Use tech to free them up AND educate & empower them.)

4

PLEASE... no tech for techs sake!

Plan to Plate report is powered by...

KAM

hello@kaminsight.com

www.kaminsight.com

paytronix

The Guest Engagement Company

www.paytronix.com/uk

