

PEACH NETWORK



CONSUMER INSIGHT & MARKETING SEMINAR



DAVID NORRIS

chief operating officer





Built for restaurateurs by restaurateurs



The restaurant of the future:
delivering service and profits
It's all about the data, stupid!

Peach Network March 2010

David Norris

“Never before have companies had such powerful technologies for interacting directly with customers, collecting and mining information about them, and tailoring their offerings accordingly. And never before have customers expected to interact so deeply with companies, and each other, to shape the products and services they use”

Harvard Business Review

Do you agree?

Connecting data and using the insights to improve marketing, sales and service will be *the* sustainable competitive advantage for any major hospitality business in the future.



Marc Thompson

HARVEY NICHOLS

- 8 restaurants
- 279,228 covers booked 2009
- 66,097 online covers booked 2009
- Online covers: 24% of total
- 32% growth online covers 2008-09
- 74,000 marketable email addresses
- 2 emails / month, geo-segmentation
- Typical spend £60-£80 (London)





Built for restaurateurs by restaurateurs





Experience

Recognition

Value

Joy

Emotion

Belief

Camaraderie

Rapport

How do you know?



It's all about the data, stupid!

3 examples of $1 + 1 = 3$



1. Reservations data = guest information

Capture data at the
time of booking

- Online
- On the



2. Spend data = targeting capability

Datum	Per	Food	Bever.	N-Food	Total
22.04.08	2	184.00	214.00	0.00	398.00
17.07.08	2	192.00	207.00	0.00	399.00
13.08.08	3	292.00	368.00	0.00	660.00
13.09.08	1	36.00	66.00	0.00	102.00
30.09.08	3	258.00	162.00	0.00	420.00
25.10.08	1	65.00	76.00	0.00	141.00
15.11.08	1	177.00	51.00	0.00	228.00
10.12.08	7	0.00	0.00	0.00	0.00
17.01.09	5	524.00	646.00	0.00	1'170.00
2	1x 00 Dom Perignon				240,00
1	3x San Pellegrino		9,00		27,00
1	2x Fachingen 0,75l		6,00		12,00
1	1x 06 Homburger Kallmuth, Aspho				63,00
0	2x 01 Château Haut		123,00		246,00
2	1x 6 Gillardau Austern				24,00
2	2x Ausgelöster Hum		36,00		72,00
1	1x Langustinen				38,00
0	1x Diverse Vorspeisen				16,00
2	2x ...				30,00
Total	72	5'489.00	5'284.00	0.00	10'773.00



3. “Bookings bank” data = capacity forecast

For the next 7 days:

278 covers booked

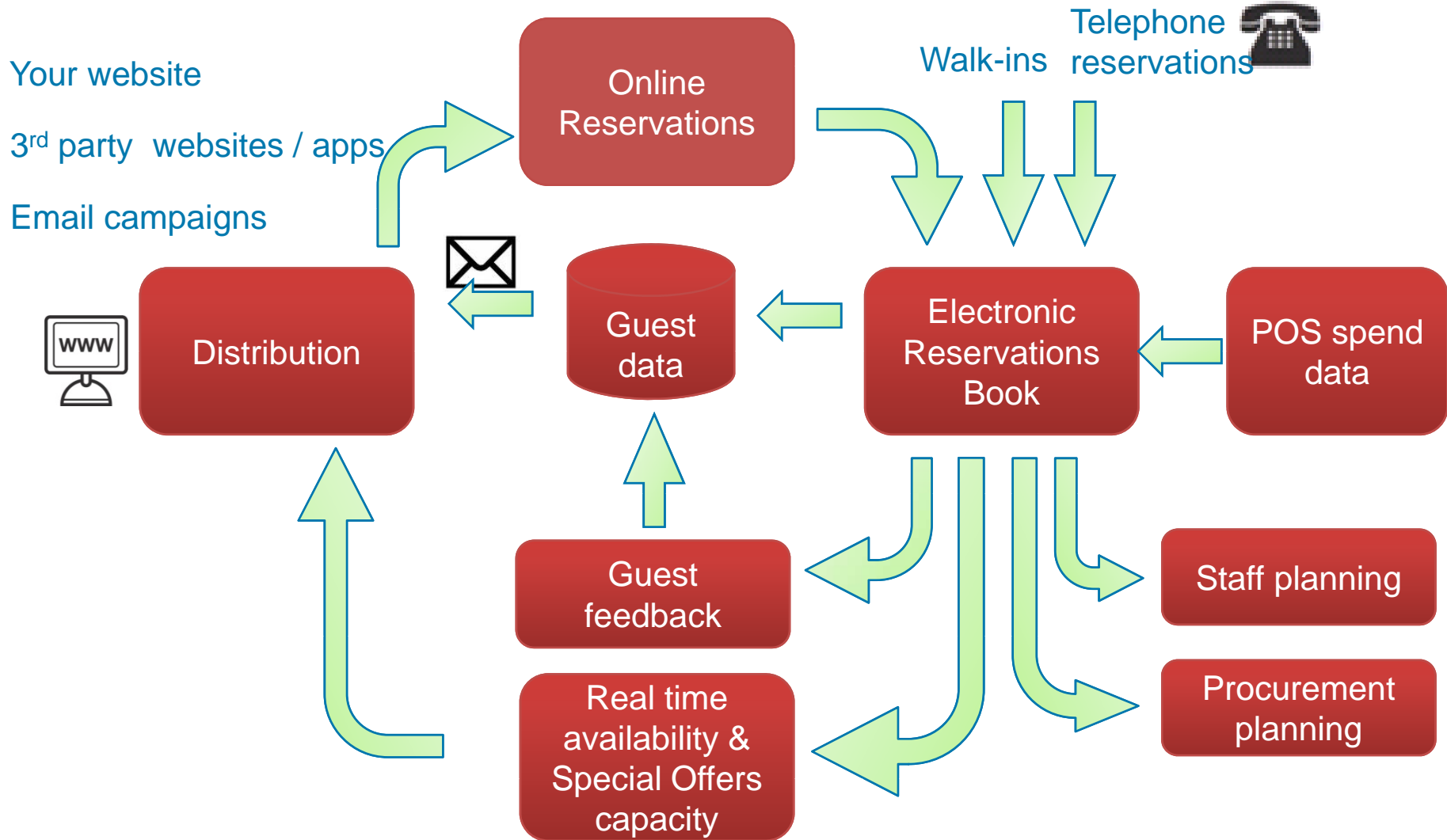
The same week last year:

391 covers booked

This time last week:

340 covers booked





Livebookings



So?

Connecting data and using the **insights** to improve **marketing, sales** and **service** will be *the sustainable competitive advantage* for any major hospitality business in the future.



Follow up

What is YOUR strategy for using customer data?

How will you make it happen?

To discuss further:



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