lighthouse DerbySoft IDeaS Plusgrade + amadeus RateGain REVINATE eme

REVENUE OPTIMIZATION CONFERENCE
A Commercial Strategy Event

hsmai

SINGAPORE 8-9 May 2024

Essential Tips On Integrating Tech Into Your Restaurant
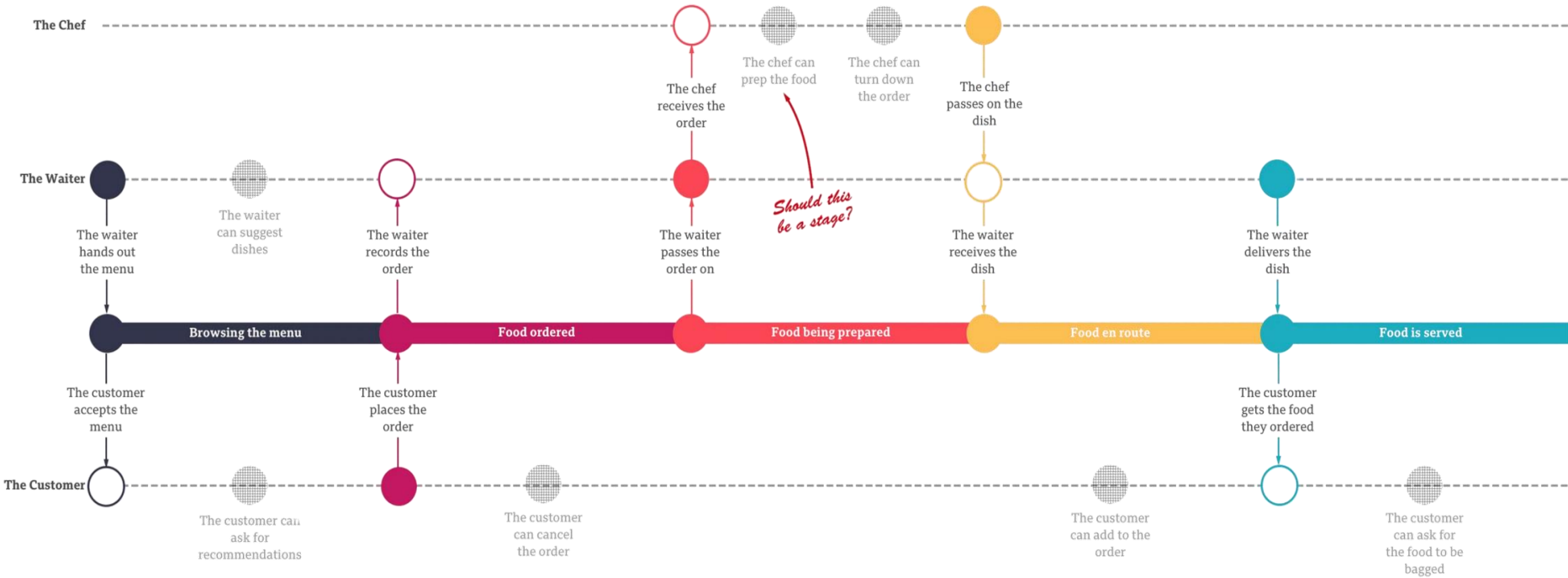
REVENUE OPTIMIZATION CONFERENCE

Puneet Mahindroo
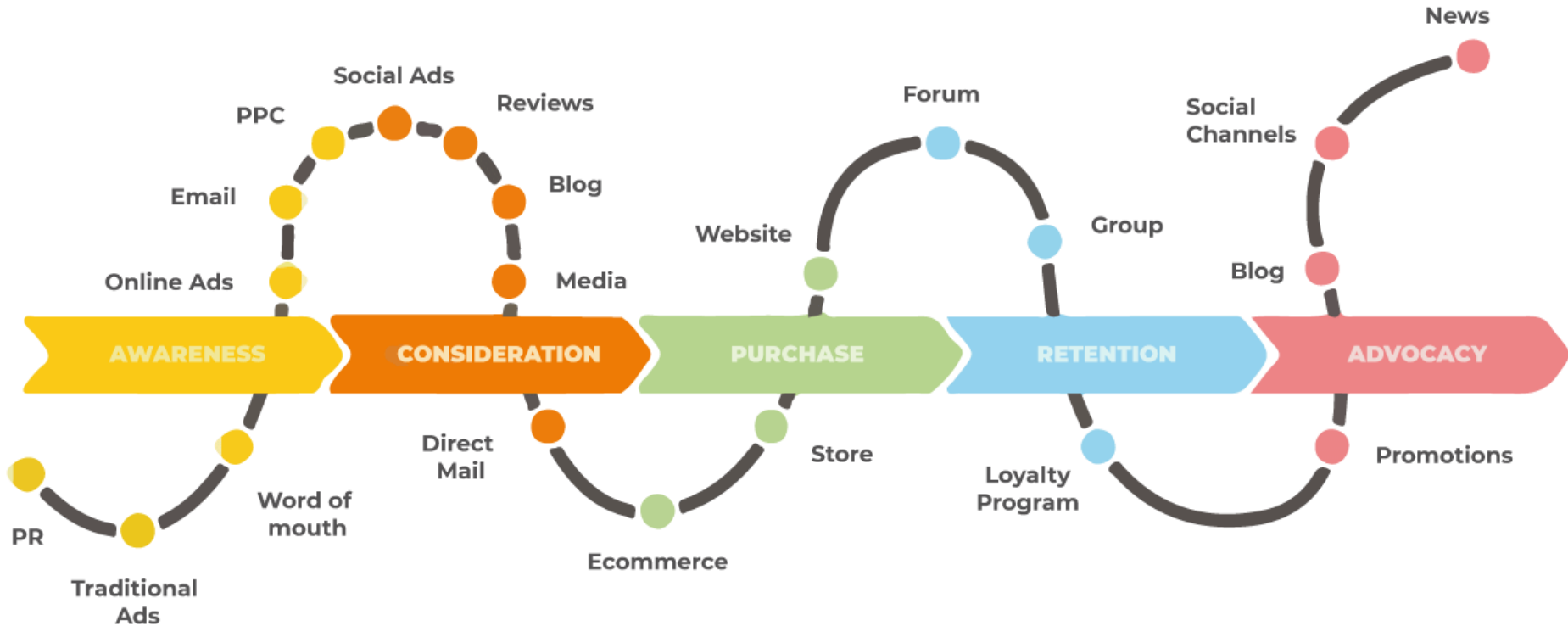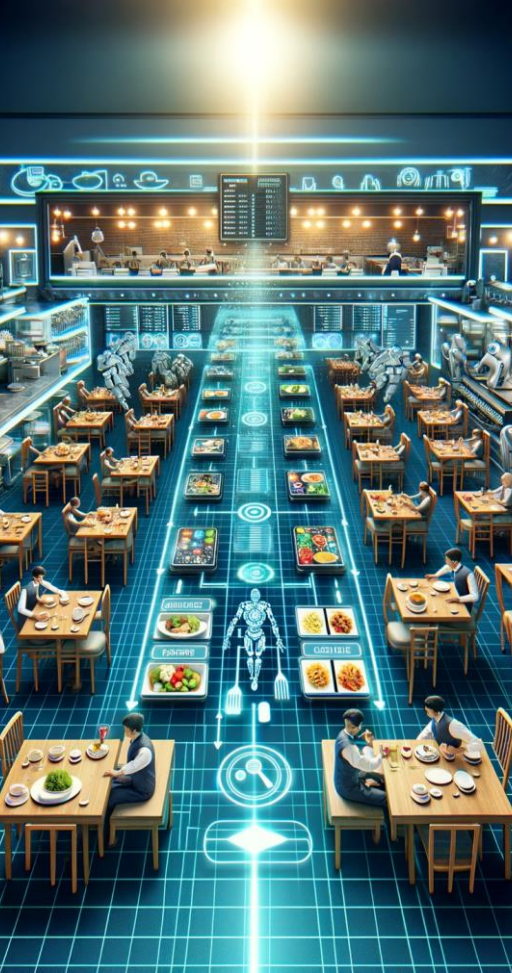Founder and Chief Executive Officer
Rev-Mantra Pte. Ltd.

Rohit Sachdev
Chief Executive Officer
Soho Hospitality

HOSPITALITY SALES & MARKETING ASSOCIATION INTERNATIONAL

hsmai
FUEL SALES ∤ INSPIRE MARKETING ∤ OPTIMIZE REVENUE

Customer Lifecycle Journey In The Past

Customer Lifecycle Journey Today

The Waves of Tech Transformation

The first wave (1.0) is establishing a digital presence (building a website, publishing your menu online, and allowing customers to book reservations).
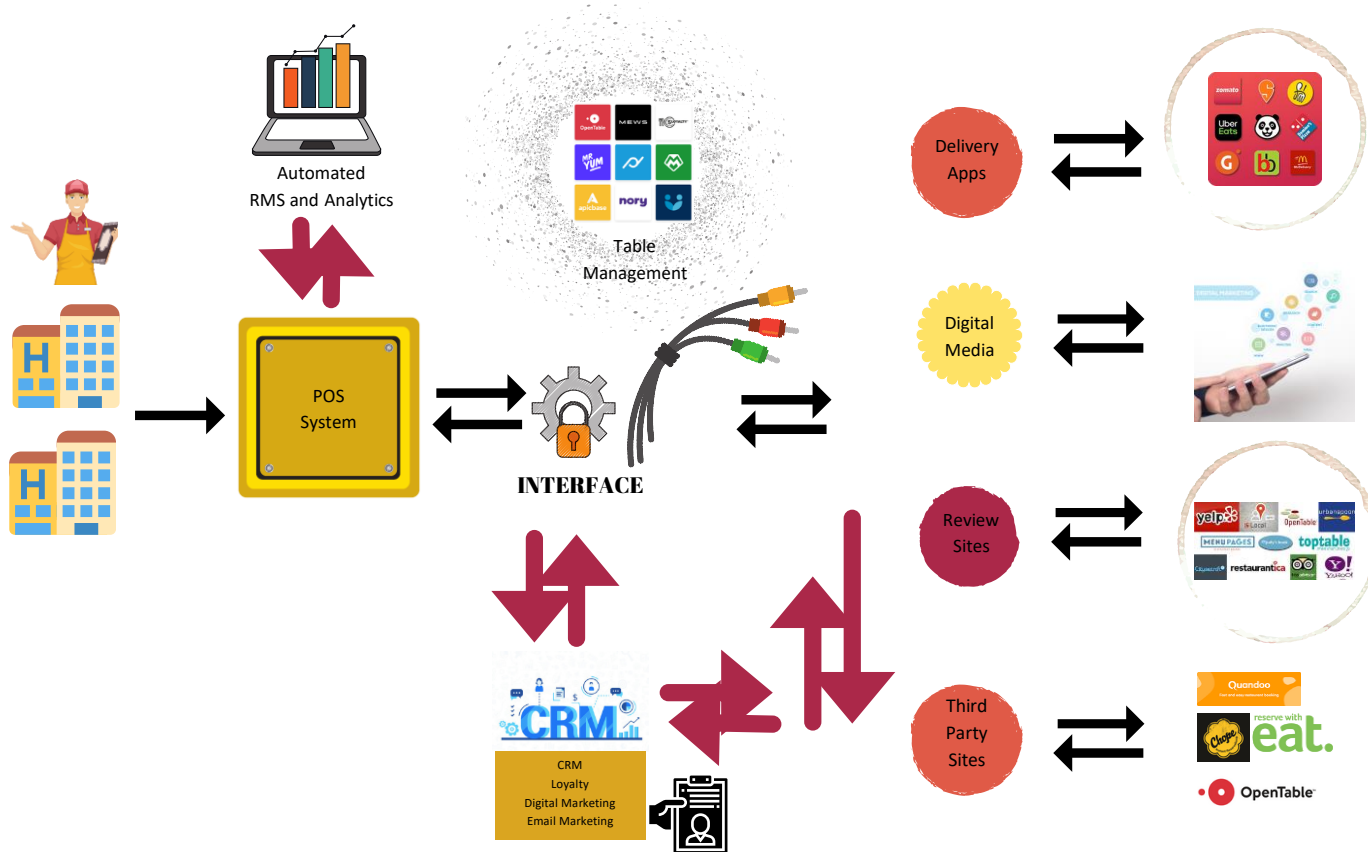
The second wave (2.0) characterized by online information aggregators (e.g. Opentable, Tripadvisor, Yelp, Google, etc.) that created distribution for many restaurants.

Part two of this second wave (call it 2.5), which spawned online delivery platforms such as Doordash, Uber Eats, and Deliveroo

What's Next

01 Restaurants will universally become more digital, data-driven, and defined by automation.

02 Operators will demand the ability to own their own customer data and manage their entire guest lifecycle

03 Restaurants will take advantage of the API economy that is enabling the connectivity of disparate systems

04 Restaurants will have a greater reliance on online marketplaces to drive distribution, not just at the end of, but throughout their entire supply chain

05 Restaurants will continue to leverage intelligent systems (including bots and robotics) to assist with order management, reservations, preparation, delivery, analytics, revenue management and marketing

hsmai
FUEL SALES ∮ INSPIRE MARKETING ∮ OPTIMIZE REVENUE

Strategic Restaurant Distribution Landscape

Today, restaurant technology is essential. Our priority? Measurable results.

hsmai
FUEL SALES ⫶ INSPIRE MARKETING ⫶ OPTIMIZE REVENUE

$0.3 = \$25,688$

hsmai
FUEL SALES ✦ INSPIRE MARKETING ✦ OPTIMIZE REVENUE

$360 = $12,142

$220 = $38,145

$150 = $18,236

$5,895 = $72,556

"

Technology will never replace great restauranteurs but in the hands of great restauranteurs, it's transformational.

hsmai
FUEL SALES ✦ INSPIRE MARKETING ✦ OPTIMIZE REVENUE