

5 TOP QSR TRENDS & HOW TO WIN IN 2023



Today's restaurants must use both physical and digital touch points to create an interconnected, omnichannel customer experience.

The most successful restaurants go one step further by using data both their own first-party data and third-party data - to understand who their customers are and what they want.

We surveyed 500 consumers and overlaid our human movement data to discover the

Top 3 Dining Trends and How to Win in 2023.





The 3 trends we found:



Understanding Customer
Dining Preferences

1



The Importance of
Loyalty Programs

2



Embracing Digital Innovation
in Restaurant Operations

3



Understanding Customer Dining Preferences

Do your customers prefer dining in or takeout and delivery?

Our research revealed, 72% of consumers dining out want to go all out with a traditional waiter experience, whereas 57% of consumers believe takeout and delivery options are nice-to-haves.

This split is largely driven by generational differences. Understanding who your and your competitor's customers are, is critical in optimising dining experiences.

Customer Dining Preferences	Younger Diners (18-44)	Older Diners (45+)
Enjoy waiter experience	59%	83%
Enjoy QR code experience	27%	9%
Very important for restaurant to be on an app	48%	14%
Average # of loyalty programs	4.0	2.2
Average # of restaurants visited in past month	5.6	4.4



Appealing to a varied customer base while building a cohesive brand can seem contradictory. Restaurants can make smart choices about site selection, technology infrastructure and customer service by combining local demographic data with global dining trends.



Winning strategy:

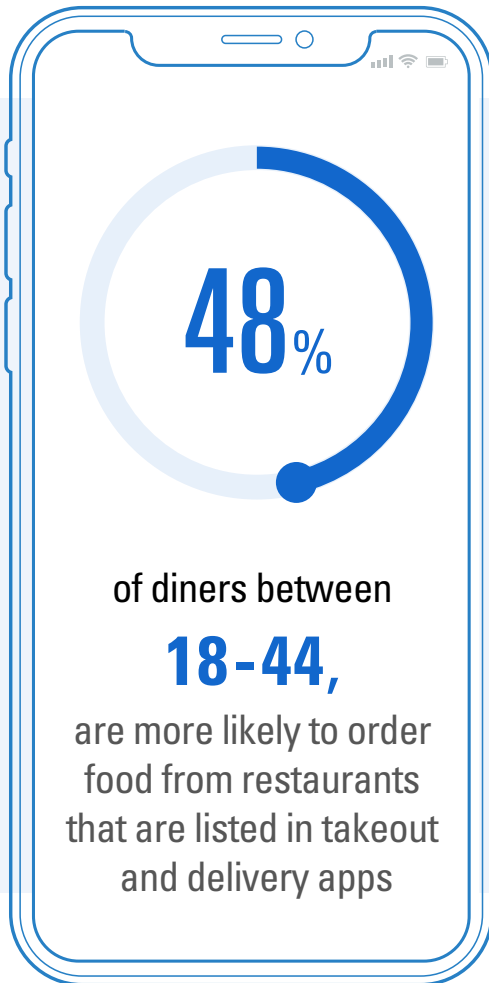
The most successful restaurants use data to understand their customers and their dining preferences - either dine-in or takeout/delivery.

Using [Near Pinnacle](#), restaurants can understand demographic insights and the online/offline behaviour of their customers and competitors' customers. Overlaying these insights with generational preferences helps you to understand whether you're creating an experience your customers actually want, or if you're creating an experience to attract new customer segments.



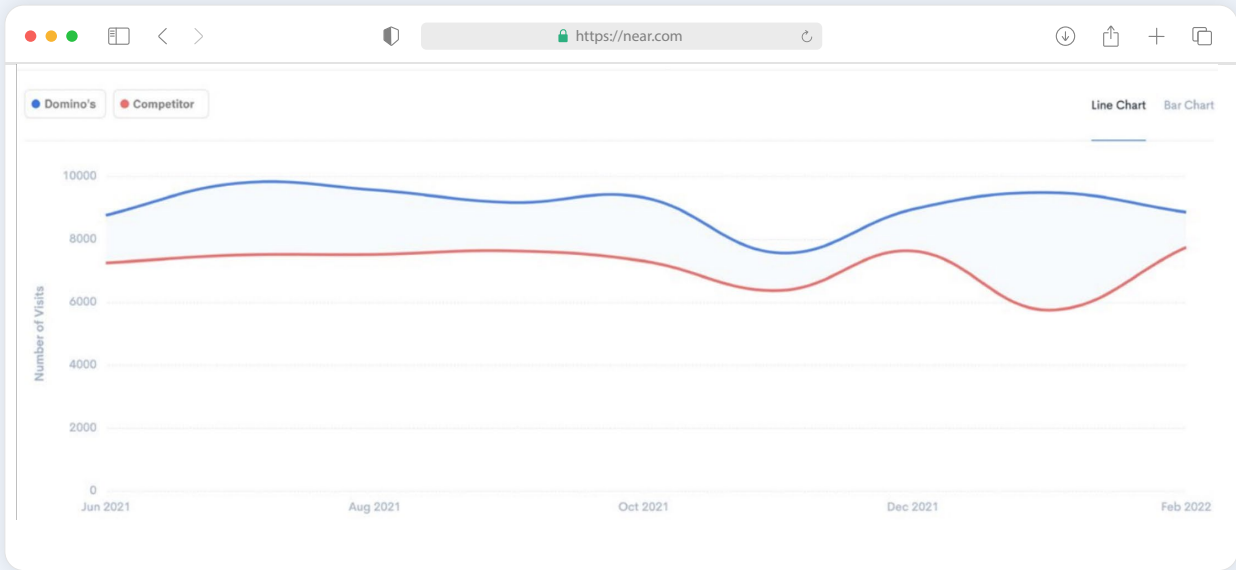
Embracing Digital Innovation in Operations

It's no secret that delivery proved to be a lifeline for many restaurants and QSRs over the pandemic.



Its continued success is largely driven by mobile apps that allow Restaurants to tailor offers by region, specific store, or even specific individuals, increasing reach and trade area.

In order to survive, restaurants need to optimise store operations to adapt to market innovations that cater towards customer preferences.



Domino's Pizza is one example of a restaurant that embraced digital to increase awareness, trade area, and ultimately footfall traffic. So much so, that 75% of total sales now come from digital sales.

Winning strategy:

As in-store traffic patterns continue to shift, restaurants should turn to data to evolve their dining experiences.

Through the use of Near's **Human Movement Data**, restaurants can optimise site selection and operational procedures by gaining a real-time view on common daytime and evening locations, pathing, dwell time, travel time and pathing routes. This data helps restaurants select the best locations and commercialise their restaurant through improved customer understanding and targeting.



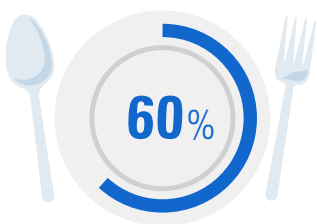
The Importance of Loyalty Programs

One of the new priorities as a result of a more digitally focused dining experience is the increased importance of loyalty programs.

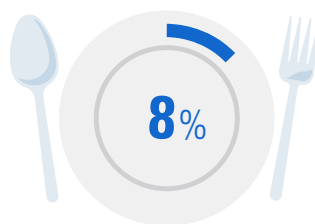
Embracing digital relationships, allow restaurants to increase customer loyalty and their bottom line. It helps diners feel more connected by delivering personalised experiences through location-based offers, streamlining order preparation and communication.

Our research revealed the average diner participates in 3 loyalty programs with 60% saying they eat at those restaurants regularly.

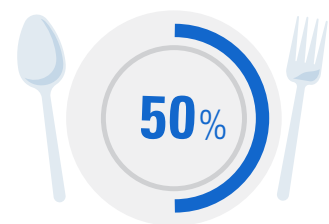
How have you selected the restaurants where you participate in Loyalty Programs?



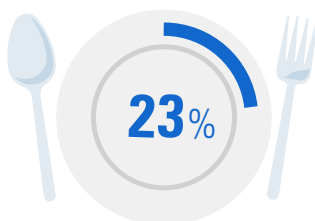
I eat there frequently



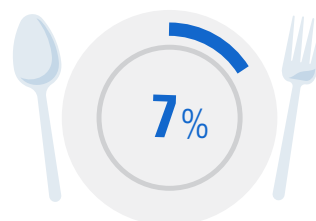
They had a compelling pitch



They have good rewards for participating



I got a discount or bonus for signing up



Other (please specify)



Half of all diners choose loyalty programs based on the value they deliver. To break through the exclusivity and make it on to consumer's phones, restaurants must invest in delivering tangible value to their customers.



Winning strategy:

Deliver value to your customers through personalised offers and communication. This can be achieved with deep customer data to understand order history, purchase times, time/distance travelled, repeat customers and frequent locations visited.

Partnering with a third-party data provider like Near, enhances customer understanding by providing online AND offline insights. Having this data enables restaurants to deploy personalisation at scale and with confidence, improving customer experience. We also provide insights into competitor performance and customers too.

Read our [7 Keys to Evaluating a Third-Party Data Partner](#)



How Retailers Can Win In 2023

- ✓ Turn to data and behavioural traits to deeply understand customers' preferences and evolving needs
- ✓ Invest in loyalty programs to deepen relationships with customers
- ✓ Create innovative solutions to operational problems, including reducing indoor space, expanding outdoor space, and reorganising foot traffic to optimise for pickup and delivery
- ✓ Embrace the use of digital technology through the use of mobile app offerings, kiosks, social media, and more
- ✓ Maintain a strong brand culture and experience, leveraging every possible option to offer a positive dining experience for customers
- ✓ Activate customer response with personalised messaging using real-world behavioural insights





Outlook

There is no longer one single dining experience. The most successful restaurants of the past few years are simply the ones that know their customers the best. Leveraging both loyalty data and behavioural data, they know their preferences and have adapted to offer precisely what their diners want.

The top dining brands have also leveraged very creative and innovative ways to build relationships with their customers, through physical and digital touch points. As a result, they've been rewarded with increased customer loyalty and revenue.

This also positions them best for the future, because customer preferences for how they order and where they dine will change and evolve as the world itself continues to change. But what will be a constant is that customers will expect an interconnected, cohesive digital and in-person experience that reflect brand ideals and meet their expectations for fast, friendly, and personalised service.

The best restaurants will lean into this by staying nimble, using data to know their customers, and focusing on building brands and relationships that will last.



About Near

Near, one of the world's largest sources of intelligence on people, places, and products, is the global leader in data intelligence empowering organisations of all sizes to make smart, strategic decisions delivering optimal business performance.

Our platform unites the marketers and operational data leaders by providing the most accurate, reliable source of data. Our transparent, privacy-led approach means you will never doubt our authenticity.

Learn more or schedule a demo at <https://near.com/>