[Quick Guide]

Understanding What Impacts the Guest Experience in 2023

Guest Sentiment

52%

guest XM

by **Black Box** Intelligence

It's all about the journey

Let's dig in.

One of the biggest challenges restaurants face is staying on top of evolving consumer trends and preferences. You think they're happy one visit, then the next day their feedback paints a much different picture. There are always guest expectations you won't know about, and most customers will fail to mention if they have an issue in the moment. But have no fear, you'll likely read all about it later on a review site.

You need to be able to anticipate and respond quickly so you can create a dining experience that meets the needs of your guests and your business.

Customers can be difficult, but cutting corners is worse. It's easy to take time consuming elements out of your customer engagement, like responding to reviews and making sense of their feedback. We all just want to understand what will make us and those around us successful.

To stay focused on the most impactful tasks, you have to understand the bigger picture of what your customers want. And that demands a great deal of your time.

The process can be simplified. Take a look at what the latest insights from Black Box Intelligence data will uncover >>>

Facing the Facts

Based on 2022 restaurant performance across 300 brands, the data shows that restaurants with better traffic results tend to also generate a larger volume of reviews per location.

We found out the top quartile (based on number of reviews) receive 5 times more than those in the bottom quartile.

5X

MORE REVIEWS

And it's not just about volume.
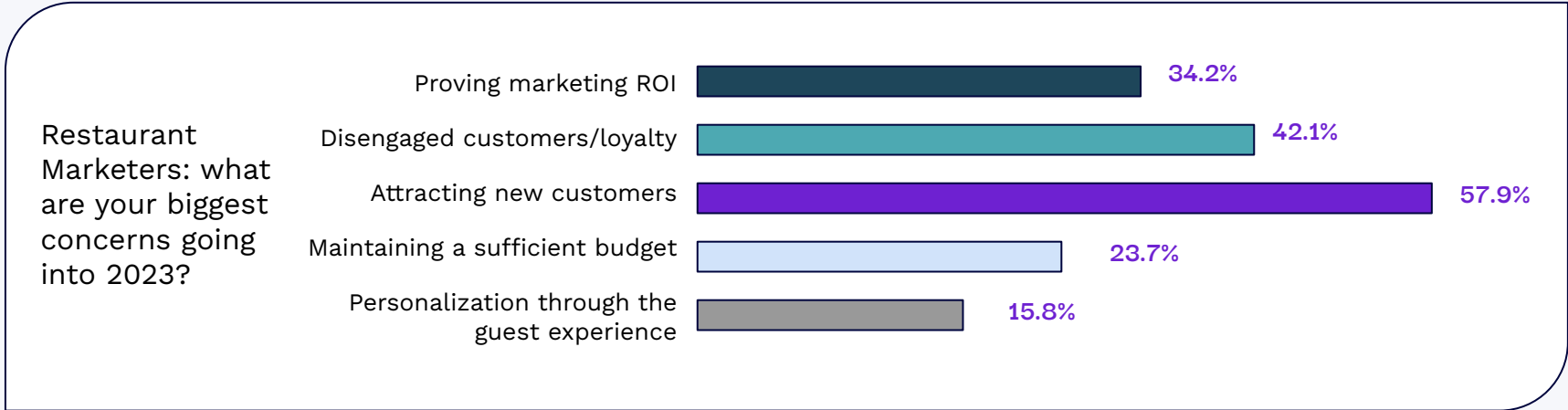
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The Domino Effect

Restaurants that draw in lots of customers and receive glowing reviews tend to see **better results** - it's a domino effect! Positive feedback from guests reinforces how the overall experience went, thus attracting even more visitors. That way everyone is happy: diners find great food, and businesses reap the rewards.

Unfortunately, the journey to getting more traffic seems challenging for many brands today.

Restaurant Marketers: what are your biggest concerns going into 2023?

Concern	Percentage
Proving marketing ROI	34.2%
Disengaged customers/loyalty	42.1%
Attracting new customers	57.9%
Maintaining a sufficient budget	23.7%
Personalization through the guest experience	15.8%

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*Source: Black Box Intelligence webinar poll

One Constant: Change

By the time 2022 rolled around, most consumers had ditched their studio apartment and in-person work in favor of a more relaxed surrounding. Additionally, customers embarked on new patterns of consumption, favoring to eat at home or grab food to-go.

And now? As consumers continue to face economic challenges, they're going to spend more time researching restaurants online until they feel confident in their selection. For restaurants, your digital storefront is more important than ever.

Guest retention
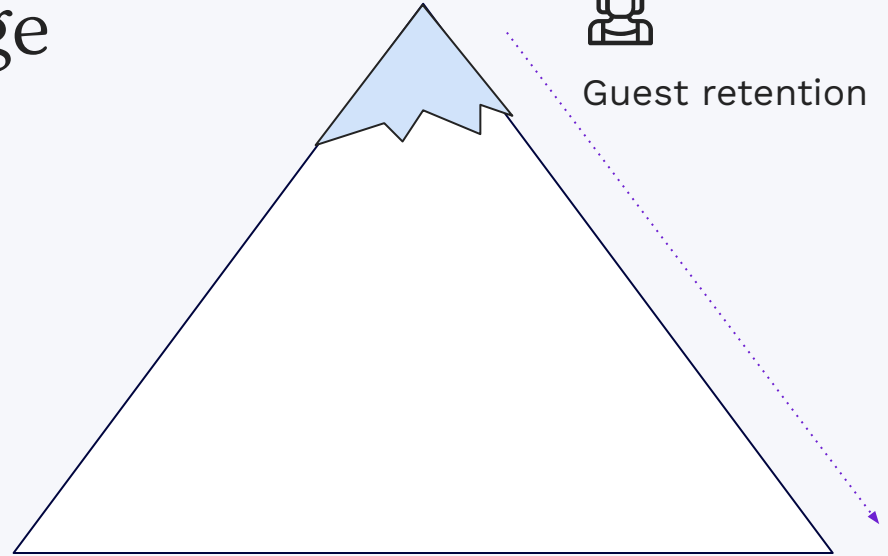
92%
of chains tracked by Black Box Intelligence data fall largely in the metropolitan areas of the country.

28%
Increase in foot traffic in parks while grocery, retail, transit stations and workplaces saw a decline

57%
of restaurant marketers said their biggest concern for 2023 is attracting new customers.

Source: Google Covid-19 Community Mobility Reports

It's Time to Embrace the Journey

Any restaurant wants to be resistant to economic challenges and bring in more sales.

And the reality is, you can have both as long as you have the right listening tools and are able to adapt quickly when preferences change.

Actionable Insights

You need to be able to make the correlation of how the experience will impact your sales. Insights should be clear enough that you don't need a degree to make sense of them.

Performance Benchmarks

By benchmarking your restaurant performance, you'll uncover what 'average' looks like so you know how well you're doing, and what areas of the business require additional focus.

Meaningful Metrics

It starts with capturing the right information. Your social channels, review sites, and surveys all collect varied information that needs to get distilled into something meaningful.

In today's digital-first economy, there are more channels than ever giving you valuable feedback data. But how valuable is it if you don't have the time to do anything with it or don't know where to start?
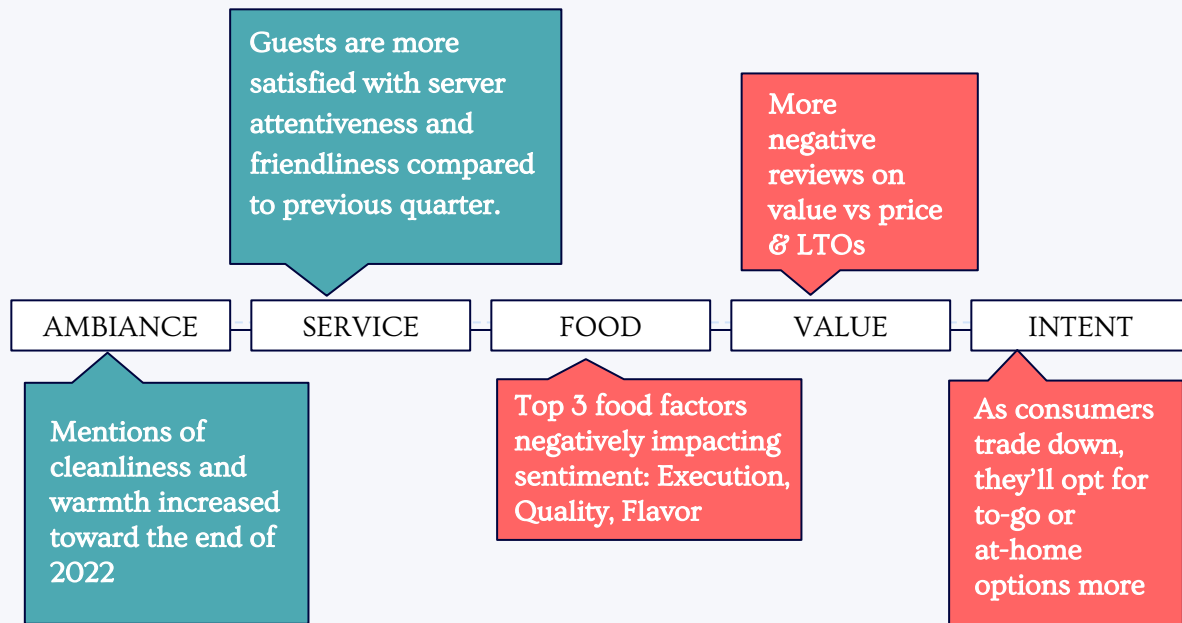
Most restaurants get stuck trying to figure out what they should do with feedback, because it's not only how you **collect**, but how you **process**, then **analyze** it. That requires an entire headcount or department in some cases.
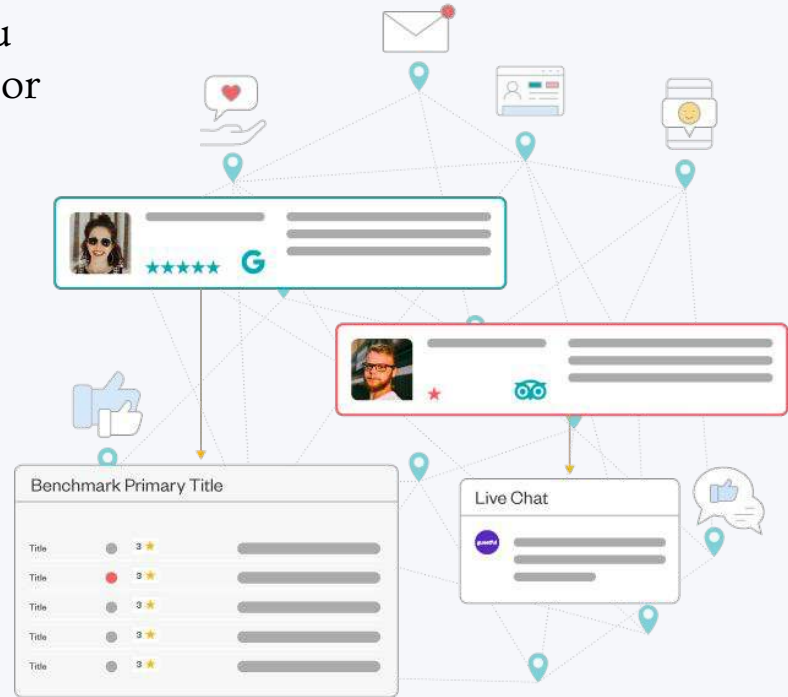
What's Impacting Your Brand Performance

Consumers are reducing their dining spend, generating greater demand for budget-friendly options, and driving more traffic to limited service restaurants.

With Black Box Intelligence data, we uncovered the topics most critical to guest satisfaction in each stage of the customer journey:

Guests are more satisfied with server attentiveness and friendliness compared to previous quarter.

More negative reviews on value vs price & LTOs

| AMBIANCE | SERVICE | FOOD | VALUE | INTENT |

Mentions of cleanliness and warmth increased toward the end of 2022

Top 3 food factors negatively impacting sentiment: Execution, Quality, Flavor

As consumers trade down, they'll opt for to-go or at-home options more

*Reflecting full-service sentiment data

guest XM
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Your Game Plan

Get Found Online

It Starts with Your Digital Storefront

94%

of consumers look up a business on Google, Facebook, Yelp, Instagram

63%

of consumers who find incorrect information on a business listing won't try to visit

85%

of consumers find incorrect or incomplete information on a business listing

UP-TO-DATE
Business Information

Frequently Asked Questions
ANSWERED & RESOLVED

LISTING
Views
35.6k ▲ +1.3k

CLICKS
To Directions
7.8k ▲ +521

LISTING
To Calls
4.3k ▲ +296

CLICKS
To Websites
8.7k ▲ +437

Reservations

Service Options

Menu

Delivery

Health & Safety

SAVE CHANGES   UNDO   *Last edited Jan 19 2023*

Get a Greater Volume of Feedback

The Need for Omnichannel Data Collection

Voice of Customer

Our data shows guest sentiment and review sites are the key driver to YoY increase in guest traffic.

High ranking sentiment scores and velocity of online reviews help a location by being seen at the top of the list on Google searches and reservation sites. The way you capture and aggregate it all can either increase the quality and volume of reviews, or easily make it overwhelming to manage.

With omnichannel data collection, you have one lens of customer sentiment, regardless of channel.
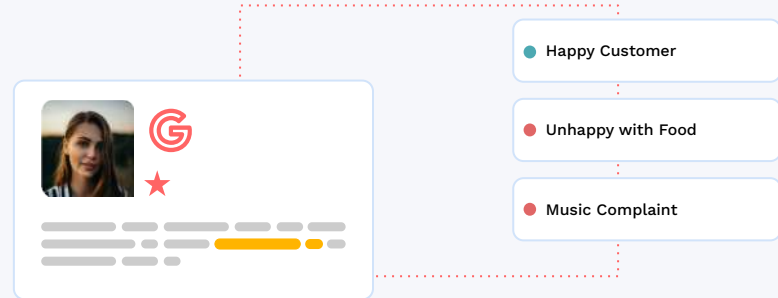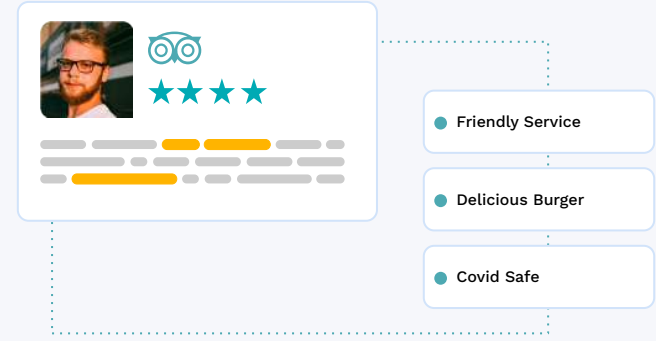

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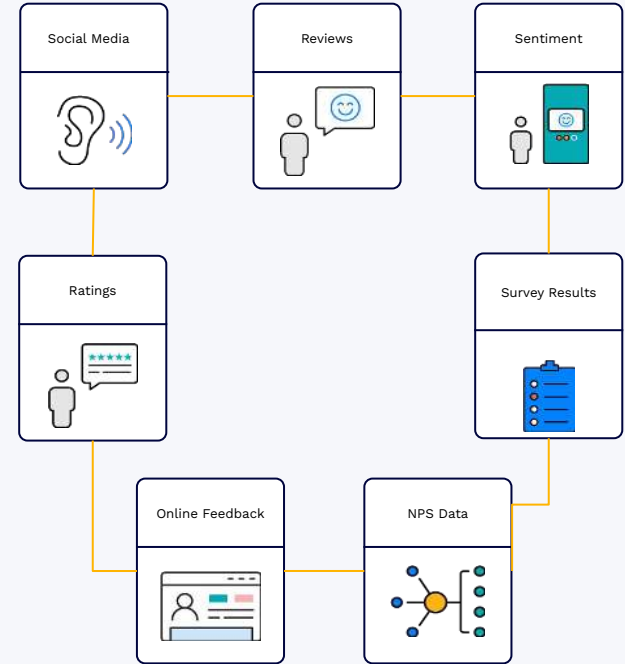
Understand Feedback Data, Faster

Automate the Process

Not all data is created equal. Some reviews may come in the form of comments, others may simply leave a star rating.

Natural Language Processors (NLP) can provide context and insights on qualitative data to compliment your quantitative data. And you won't have to spend hours doing it yourself.

Friendly Service

Delicious Burger

Covid Safe

Happy Customer

Unhappy with Food

Music Complaint

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Be Ready for What's Next

The success of a restaurant relies heavily on its reputation. By being proactive in experience management, restaurants can stay ahead of the competition while providing the experience that will keep customers coming back time and time again.

Restaurants should focus on understanding customer experience across all touchpoints, managing customer feedback, and ensuring service quality is consistently high. After all...

More Reviews

More Traffic

More Sales

guestXM
by **Black Box** Intelligence

guestxm.com

Helping restaurants deliver

best-in-class experiences

by transforming the way teams use data

and insights to solve everyday problems.

START YOUR JOURNEY