

Serving up success in a post-COVID world:

Bringing the best experiences to the table



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Pivoting from one offering to another has taken survival instinct.

During lockdown

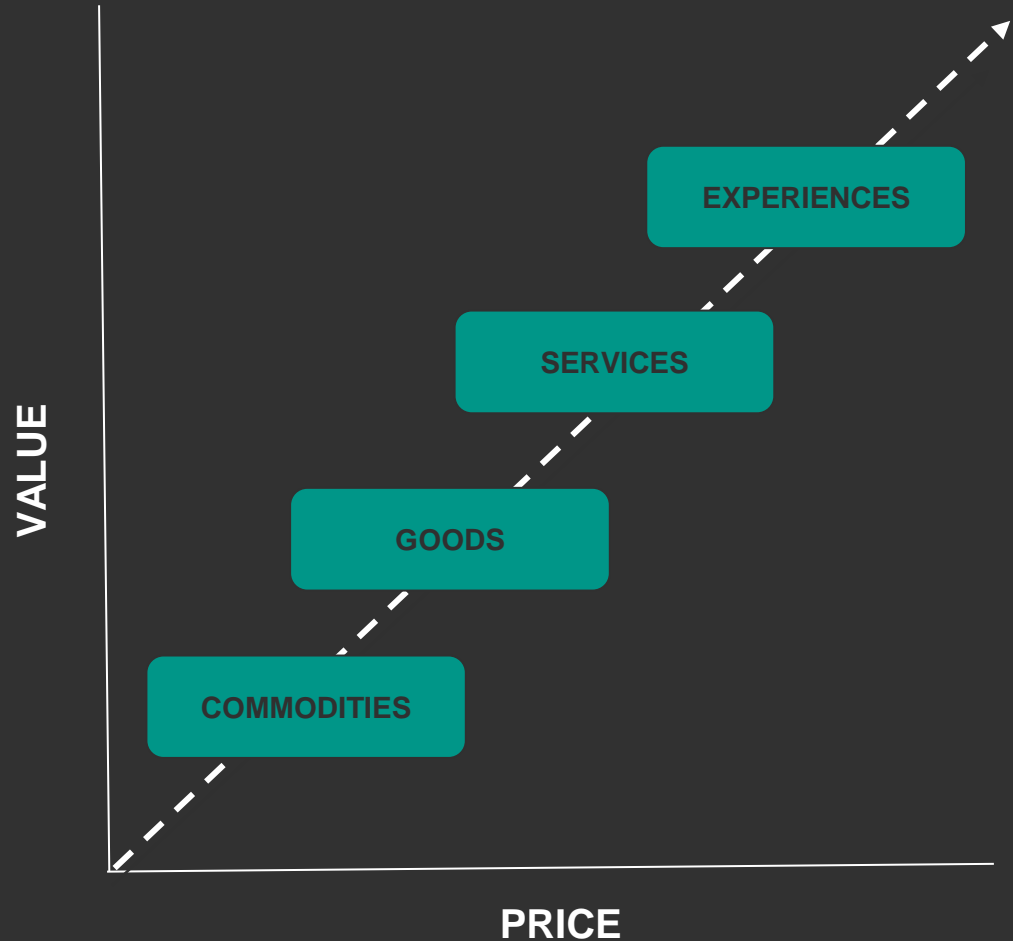
- Easily accessible safety information
- Rise of contactless ordering
- Introduction of new revenue streams
- Increase in loyalty program deployment

Post-lockdown

- More ordering method choices
- Efficient service
- Bookings & deposits more often required
- Emphasis on return to high street

Lockdowns have
changed what
customers
appreciate.

1 in 3 customers seek out
memorable experiences
and are prepared to
pay 28% extra
when they find it.



Do you build a sense of community before customers walk through the door?



26%

of consumers use social media to find new places to go.

Top tips:

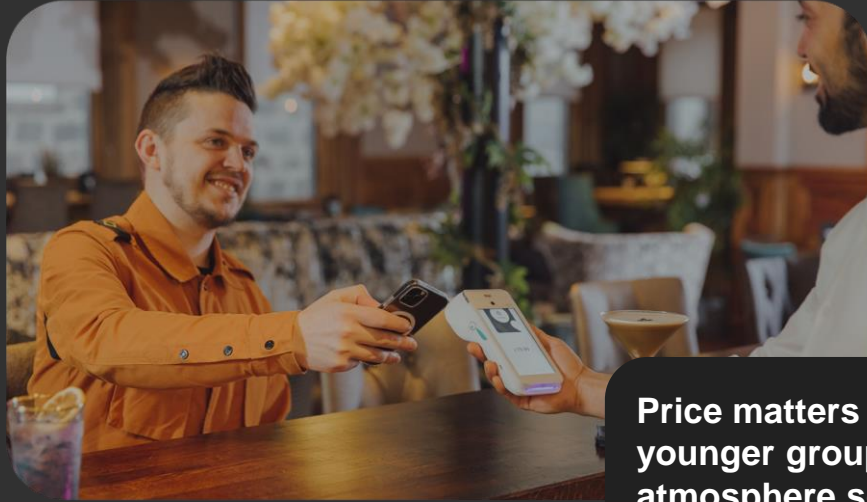
Use platforms that are right for your business & your target audience

Build a two way dialogue

Get inspired

Connect with influencers near you

Do you make customers feel at home?



Price matters most to younger groups, whereas atmosphere scores highly for couples, and customer service to older groups.

Top tips:

Know your customers & understand what *they* want

Provide a seamless payment journey

Remember, customers want the whole package

Do you keep the relationship going even after customers have left?



78%

of customers say rewarding custom makes them more likely to return to a business, but only 10% of experience economy businesses offer a loyalty scheme.

Top tips:

Engage your customer base

Keep communication real

Consider a flexible and connected loyalty program

Utilise customer insights to your advantage

And, that's a wrap.

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Stand H643

Stand H855

Recap tips

Use platforms that are right for your business

Understand your audience and get inspired

Add unique and personal touches

Remember, customers want the whole package

Cover touchpoints before, during and after

Utilise insights to your advantage

Explore the benefits of connected tech