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26 July 2024

THE LEELA AMBIENCE GURUGRAM HOTEL, DELHI NCR, **INDIA**

Integrating Tech Into Your Restaurants



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**Founder And Chief Executive Officer
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DELHI 26 July 2024

Integrating Tech Into Your Restaurant





Restrauteur's Dilemma

- Costs
- Not Enough Customers
- Availability of Staff
- Profit Pressure
- Competition
- On Vs. Off Premise Dining

Do You Have An RM + Distribution Strategy and Tech Stack For Your **Hotels?**



Do You Have An RM + Distribution Strategy and Tech Stack For Your **Hotel Guestrooms**?



Do You Have An RM + Distribution Strategy and Tech Stack For Your **Restaurants and Bars?**

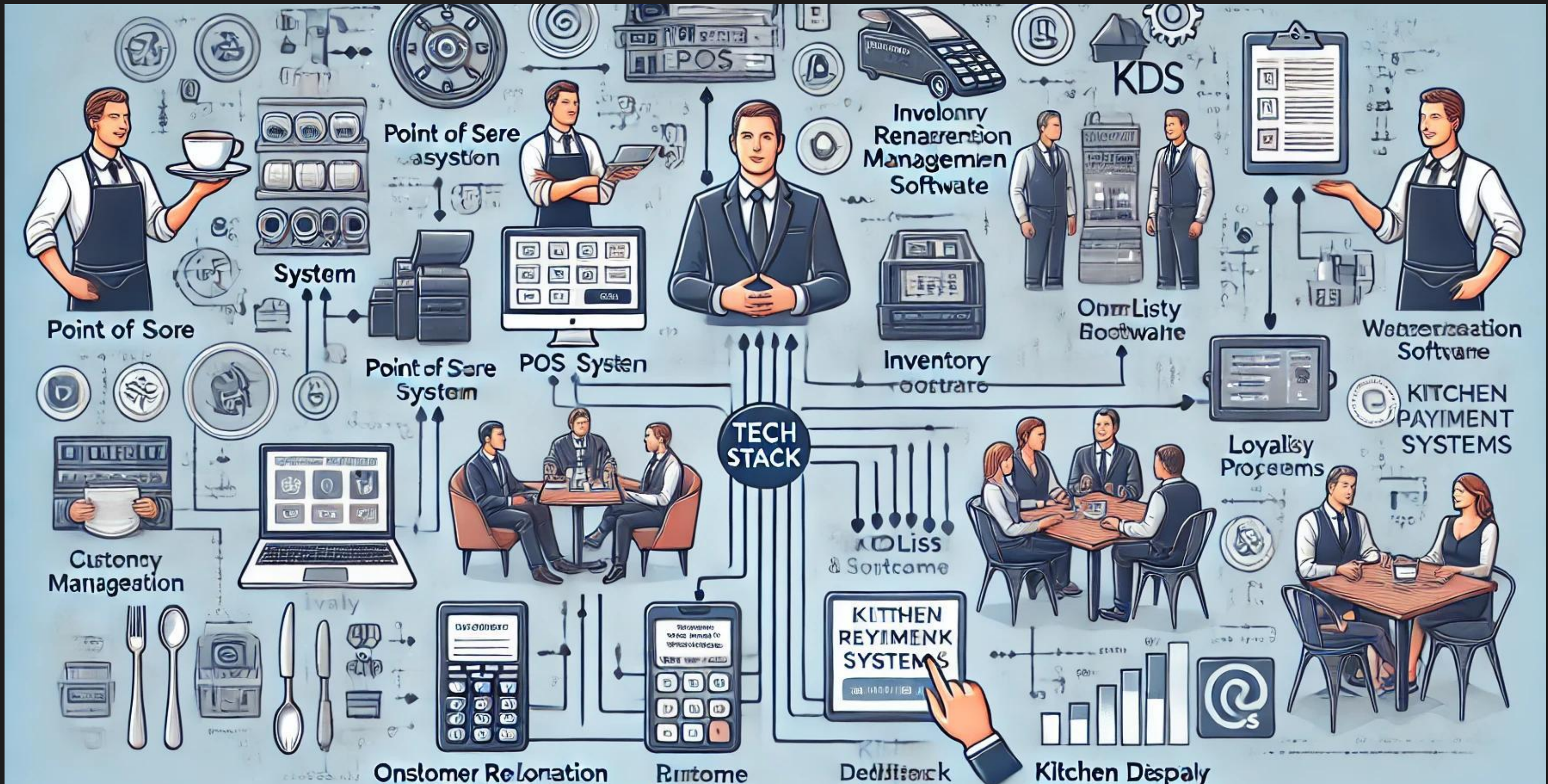


So, I asked my new friend.....

ChatGPT

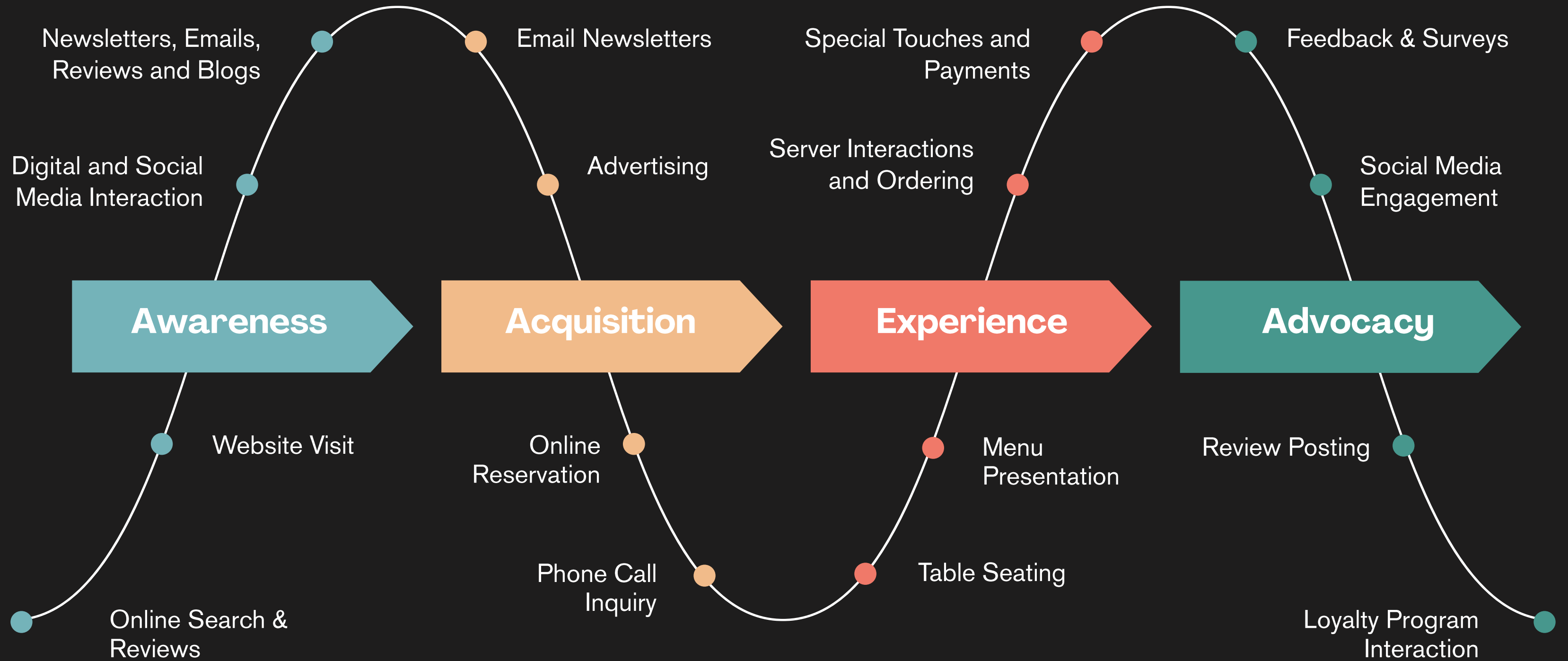
.....excuse my friend. Ain't good at spellings.





Necessity of Tech In Restaurants

Customer Lifecycle Touch-points Have Evolved and Tranformed By Advancement in Technology



Necessity of Tech In Restaurants

Multiple Levers and Strategies To Address Hot and Cold Periods



Menu Engineering
Menu Design

Employee Scheduling
and Performance

Predictive Analytics and
Optimisation

Customer Relationship
Management (CRM)

Reservation Management

Variable Pricing

Automated Marketing Tools

Mobile Ordering and
Payments



76%

of operators say using technology gives them a competitive edge, but many believe their restaurants could do more to keep up on the tech front

Digital marketing/location-based marketing	63%
Loyalty/reward systems	57%
Back office: payroll/finance/tax compliance/food safety compliance	52%
Inventory control/management systems	52%
Point-of-Sale systems	48%
Contactless ordering/payment	41%
Labor management: automated recruitment/scheduling systems	37%
Cyber security	37%
Smartphone app development	34%
Flexible/dynamic menu pricing	30%
Self-order/self-pay: tablets or kiosks	25%
Augmented reality (for training or marketing campaigns)	22%



Case Study 1: Implementation of Automated RRM Technology At a Restaurant in Dubai

Opportunity

Drive incremental revenue through the application of variable pricing and menu engineering

Technology Utilised

Predictive analytics and revenue optimisation software

Action Taken

Based on menu engineering insights; increased the price of all chicken dishes on the menu by \$0.30

Result

US\$ 25,688 annualised incremental revenue

ROI On Technology

20 X



Case Study 2: Implementation a State-of-the-art Table Management System at a Restaurant in Singapore

Opportunity

Optimise Table and Seat occupancy

Technology Utilised

Table Management System powered by Machine Learning

Action Taken

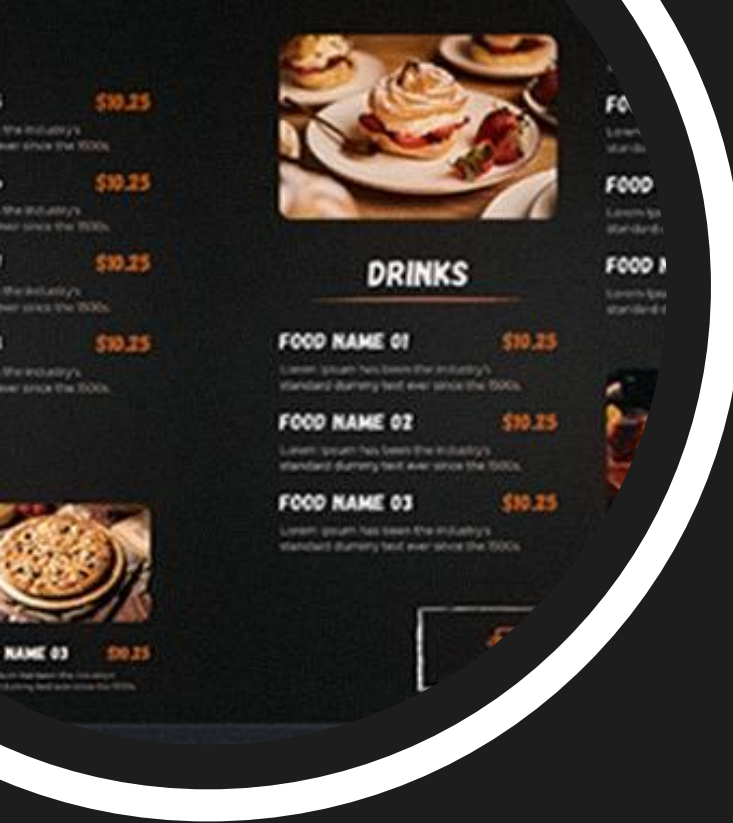
Enabled online reservation across platforms, table and meal duration selection and automated reconfirmations

Result

US\$ 38,145 annualised incremental revenue

ROI On Technology

18 X



Case Study 3: Implementation of Digital Menu Boards at a Cafe in Bangkok

Opportunity

Leverage time based variable pricing

Technology Utilised

Automated Restaurant Revenue Management System

Action Taken

Implemented time-based price optimisation enabled by Digital Boards. Increased Pizza prices by 10% after 11 pm

Result

US\$ 72,556 annualised incremental revenue

ROI On Technology

22 X

Technology Investments By Category

Restaurant operators have identified 15 technology-related areas they plan to invest in for 2024

Marketing Sales

- **Prescriptive Analytics**
- **Digital & location-based marketing**
- **Loyalty/reward systems**
- **Variable menu pricing**

Customer Experience

- **Smartphone app development**
- **Contactless ordering and payment**
- **Self-order/self-pay: tablets or kiosks**

Operational Efficiency

- **Next-Gen POS**
- **Automated labour management**
- **Back-office: Payroll and Finance**
- **Inventory Mgmt.**

New Tech Development

- **AI Chatbots**
- **AR: training or marketing**
- **Robotics**
- **Drones and autonomous vehicle delivery**



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

Thank You



 *ev-mantra*
INTEGRATED OPTIMIZATION

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