

Appetite for new opportunities

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Wednesday, 27th of November 2019



- Current Challenges and trends in F&B
- How to use digital in F&B
- The revenue Management in F&B
- Why new tech will optimize your activity



The biggest change in the F&B industry is that people in some countries don't eat out on occasions but eat out for social engagement and experience.

The increase in family revenue, urbanization, social gathering culture and consumerism have led to this change.

F&B is no longer a means to only complete the retail experience, but possesses the ability to elevate, and sometimes be the unique retail experience for a consumer.

Several business sectors are concerned such as restaurants, hotels, cafés, fast food outlets, pubs and lounges.

Adapted from CBRE Report





Introduction

A new revolution

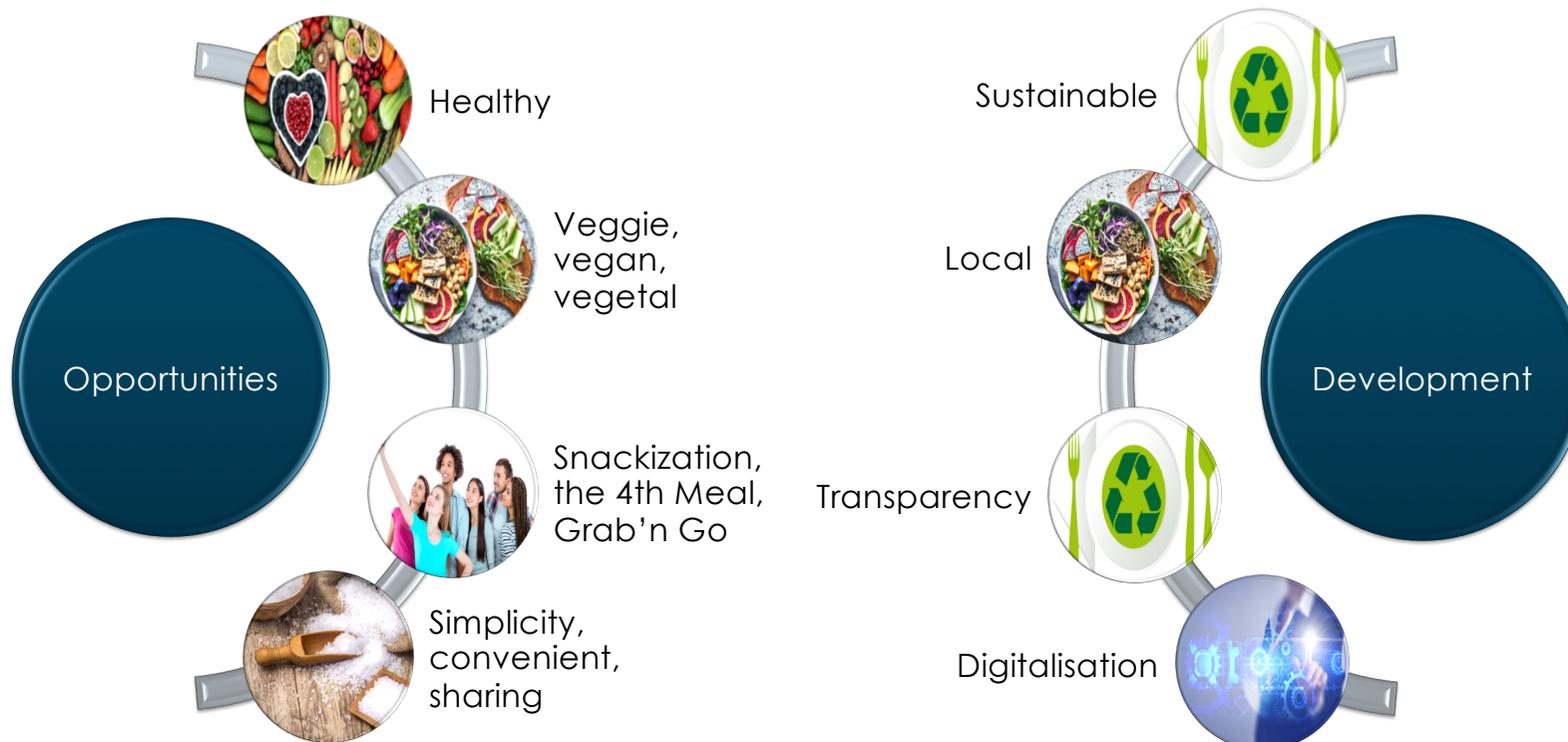


3 PALACES PARISIENS ONT DÉCIDÉ DE RENONCER À LA HAUTE GASTRONOMIE – EXPLICATIONS

Why is this happening?

What can we do better?

Trends in F&B





Digitalization in Hospitality

Question marks ?

You are a General Manager or CEO... do these situations remind you of your daily life?

When you ask for your F&B to know about the restaurant occupancy?
« I need to calculate the information and get back to you in a couple of hour»

Can I have more information about this regular guest?
«Let me ask for more detail to the restaurant manager and compute some information for you»

Are we sure this 6 people party will attend tonight?
«We will have a call with the guest in order to confirm this party»

KPI's at your finger tip



- Occupancy
- Service cycle time
- Double seating optimisation
- Potential revenue
- Average check

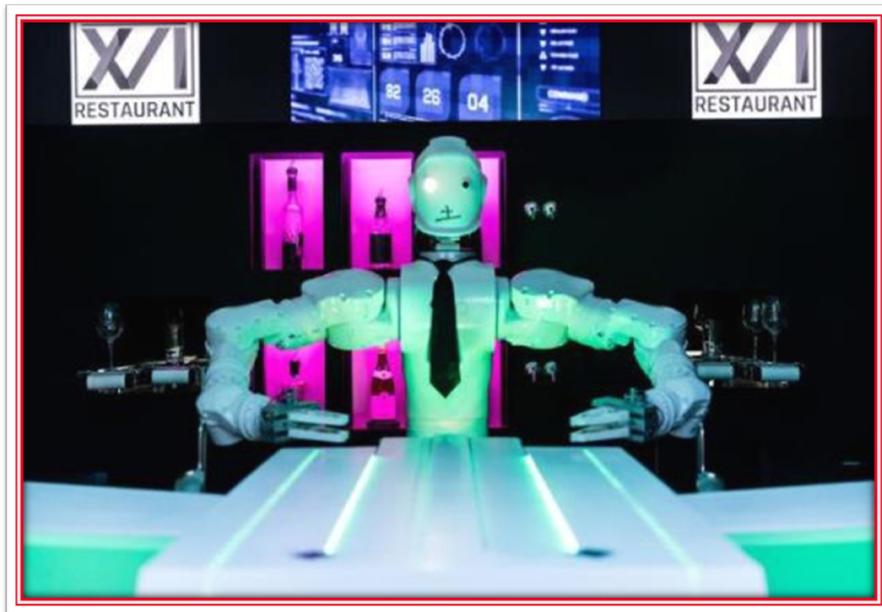


*New technology is not good or evil in
and of itself. It's all about how
people choose to use it.*

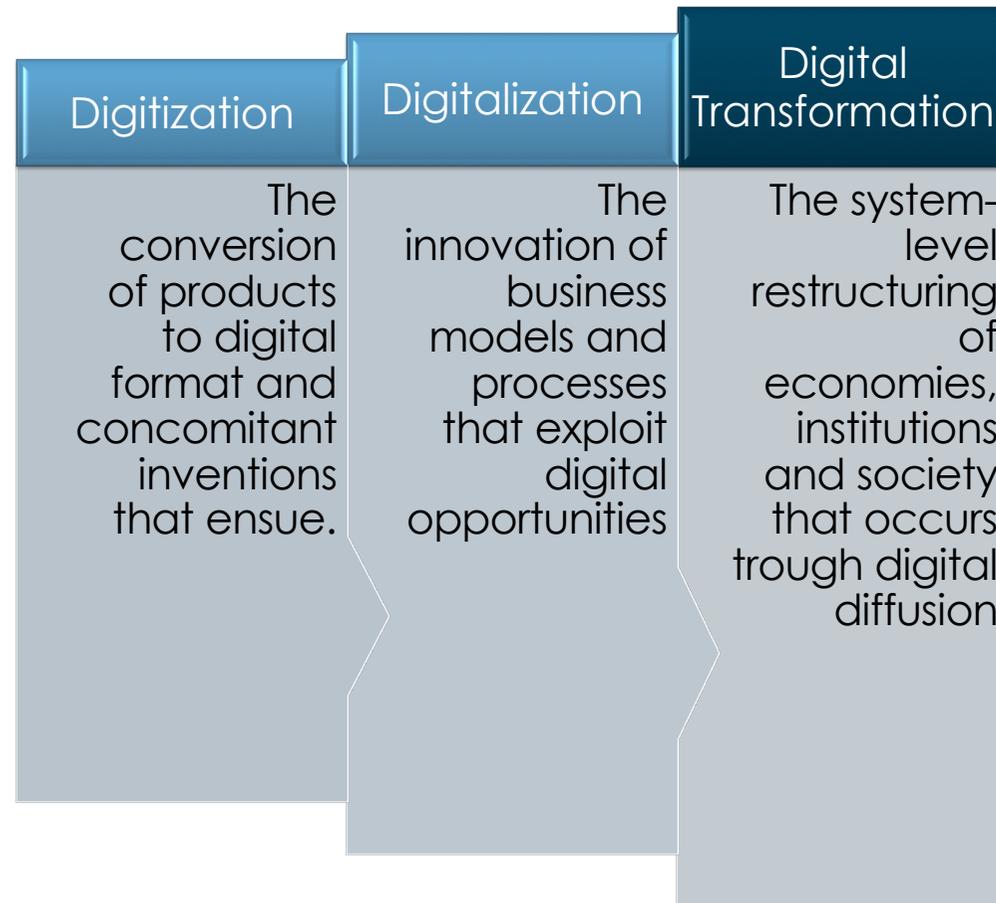
David WONG



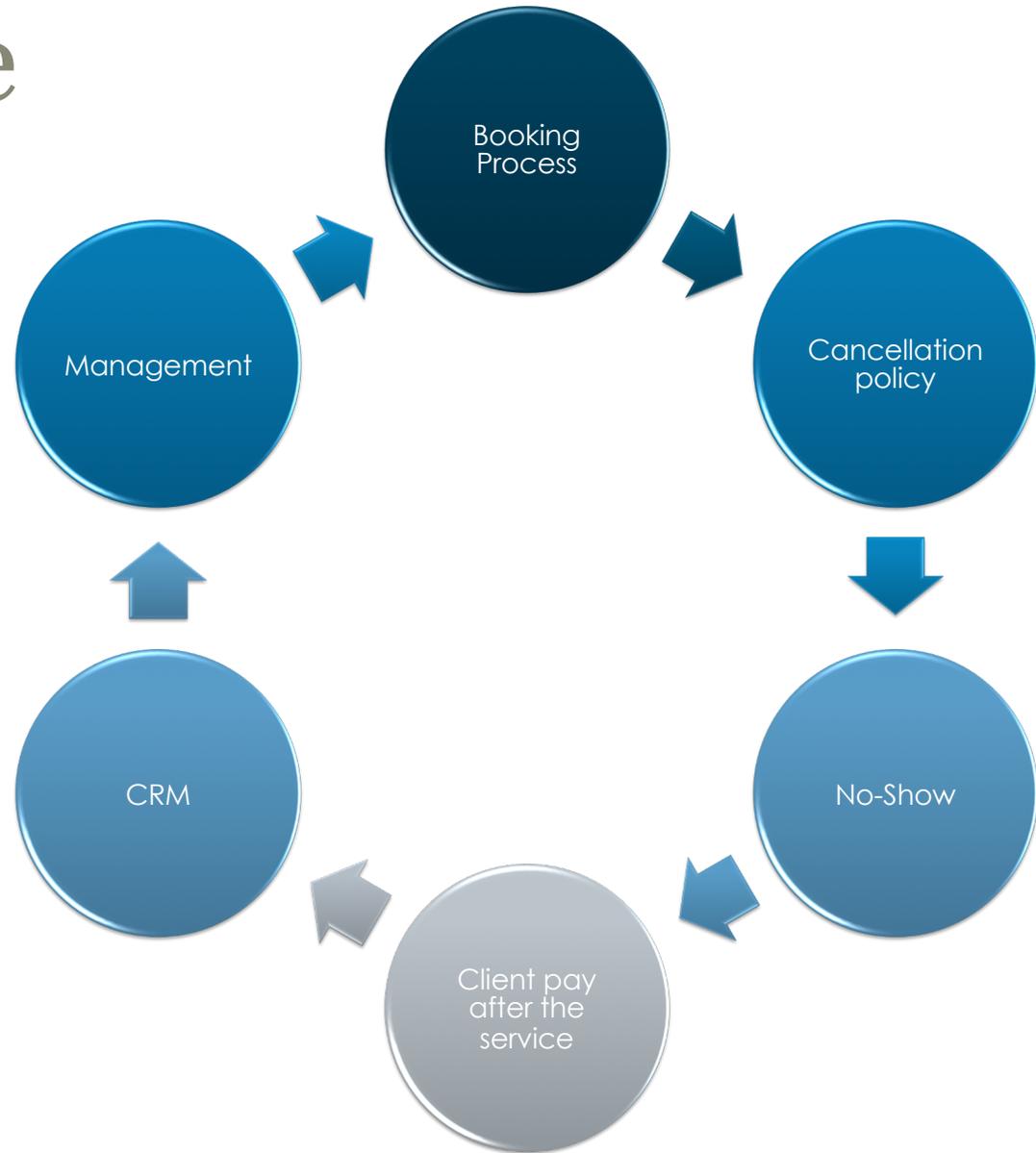
What is your perception of F&B digitalization?



Definition of digitalization



What makes the difference in between F&B and other industries



What makes the difference in between F&B and other industries



POLÉMIQUE – MÉCONTENT QUE LE CLIENT N'AIT PAS HONORÉ SA RÉSERVATION DE 10 COUVERTS, LE CHEF LE DÉNONCE SUR FACEBOOK

Just a beginning

Les commentaires les plus populaires

Rea Liste le 02.11.2019 16:58 via  [▲ dénoncer ce commentaire](#)

LE SAVOIR VIVRE
Ils ont bien raison. La moindre des politesses est d'annuler la réservation de la table si on ne désire plus y aller ou en cas d'empêchement...

Laurent le 02.11.2019 16:57 via  [▲ dénoncer ce commentaire](#)

Bien raison.
Rien de choquant. Ce montant est déduit du total. Le client peut annuler gratuitement jusqu'à 3 jours avant. Et pour les cas de force majeure il doit sûrement y avoir une procédure de remboursement aussi.

de fr it Zürich 8° 

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Zurich 02 novembre 2019 16:47; Act: 02.11.2019 16:47 

Il faudra payer 100 fr. pour réserver dans ce resto

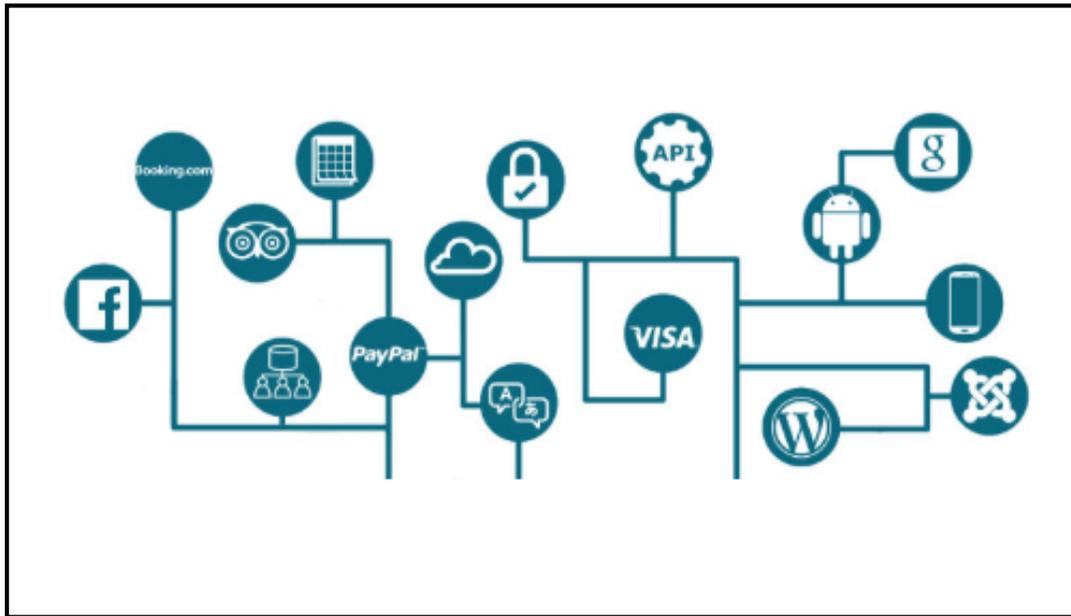
Sans paiement anticipé, il n'y aura pas de réservation possible au restaurant The Dolder Grand de Zurich. L'hôtel 5 étoiles veut réduire le nombre de tables vides.

StnR le 03.11.2019 10:33 [▲ dénoncer ce commentaire](#)

Juste mais faux...
Donc si je comprends bien, si le nombre d'employés nécessaire chaque soir et la quantité de nourriture peuvent être mieux planifiés, le prix des menus va être adapté à la baisse.

Faux prétexte !
Dites-nous comment faisaient les restaurateurs il y a 20 ans? Si un client qui a réservé (en général on prend son nom et son numéro de contact) ne vient pas dans les 30 minutes, on donne la table à un autre client ! C'est aussi simple que cela. Le mercantilisme libéral à outrance a envahi nos assiettes... La priorité de ce restaurant est de faire du fric pour maintenir ses étoiles au détriment du client, dont il se moque royalement !

First step of digitalization?



How many of you use a booking system for your F&B?

How many of you use 100% of your booking platform?

What are you looking for when you submit to a booking platform or software?

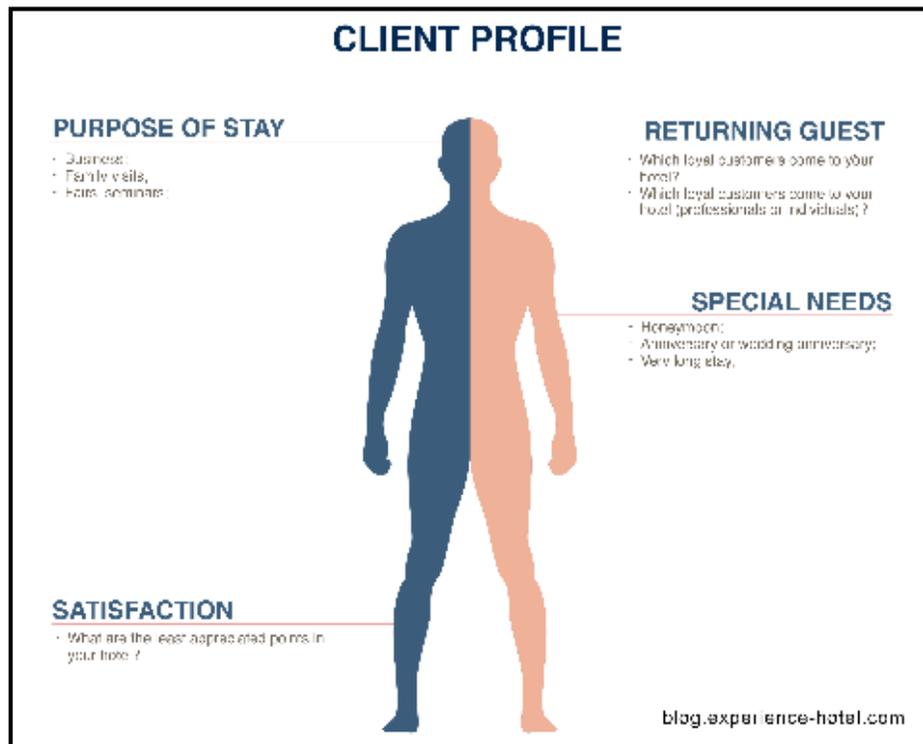


Big data: A source of recognition

BIONIC BAR

Covered by
NAKED
SHAKR

From booking system to customization support



Big data is now a big trend

Even with GDPR we can still collect useful information with our booking system

Keep your knowledge, whatever your turnover is

Automatize and optimize customer service customization





Your software:
a marketing
accelerator

What do you look for when you go to a restaurant?



Collect data

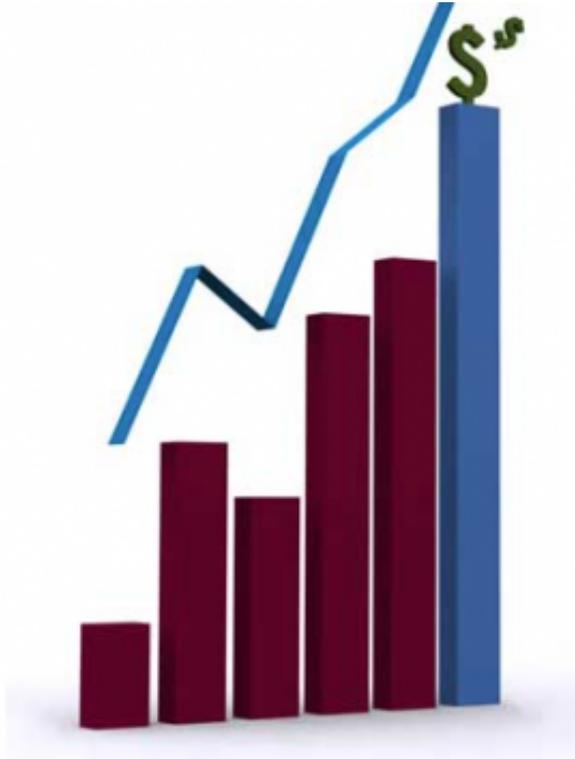
Know your market

Communicate efficiently

Give a sign of modernity and quality to your guest

Be always connected





Revenue management in F&B

Basic of revenue management

Revenue management is the application of disciplined analytics that predict consumer behavior at the micro-market levels and optimize product availability and price to maximize revenue growth.

(Marketingdefinition)



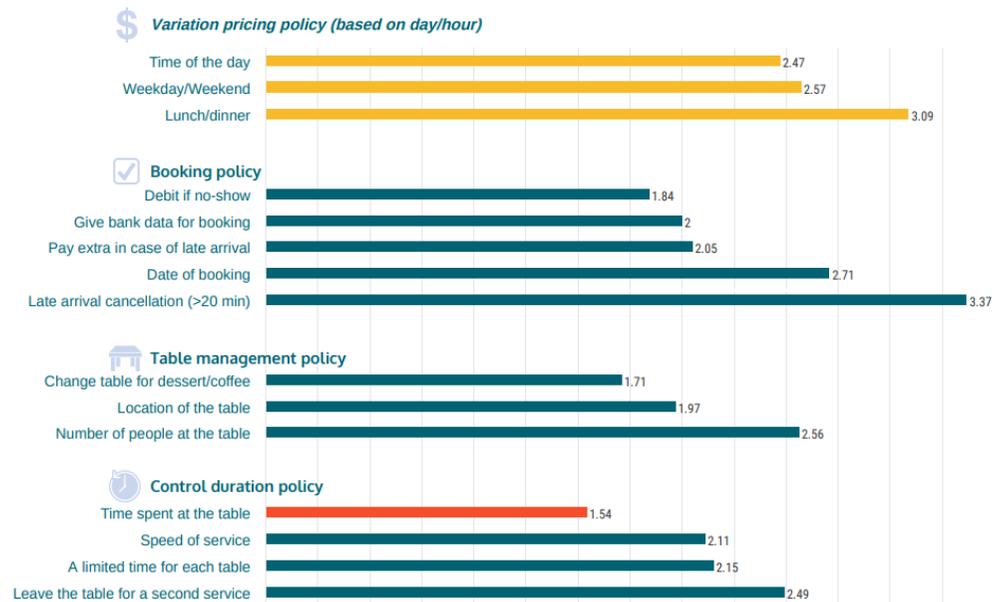
As a concept, revenue management actually began in the airline industry, where companies found ways to anticipate consumer demand in order to introduce dynamic pricing. However, it is applicable in any industry where different customers are willing to pay different prices for the same product.

(revfine.com)

Guest mindset

Perceived Fairness of Revenue Management Practices in Restaurants

(Mean - scale 1 to 5, 1 = most unfair, 5 = least unfair)



Source: Ecole hôtelière de Lausanne

<https://hospitalityinsights.ehl.edu/restaurant-revenue-management-practices>

Article published by Dr. Reza Etemad, Associate Dean at EHL

Survey

Dear students,

You are the new generation of customers, so as part of a study on revenue management in the restaurant industry, could you take a minute to answer this question.

Would you be willing to pay more to ensure that you get one of these lake view tables?

- No
- Yes 5CHF
- Yes 10 CHF
- Yes 15CHF



Chers étudiants,

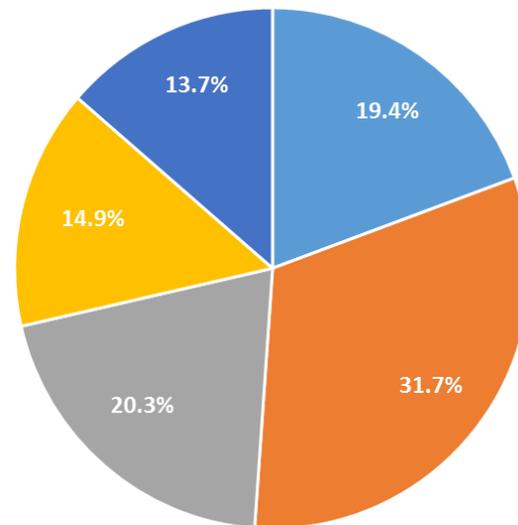
Vous êtes la nouvelle génération de clients, aussi dans le cadre d'une étude sur le revenue management en restauration, pourriez-vous prendre une minute pour répondre à cette question.

Accepteriez-vous de payer plus pour garantir l'obtention d'une des tables vue lac?

- Non
- Oui 5CHF
- Oui 10 CHF
- Oui 15CHF

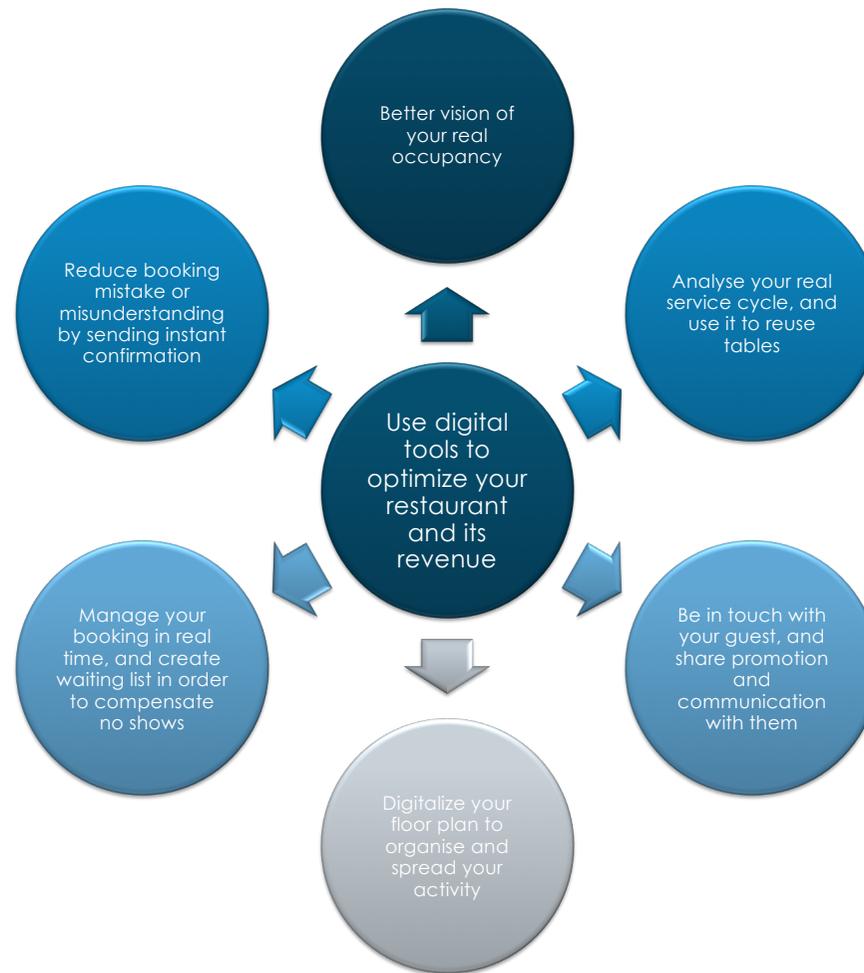
New revenue opportunity

What amount would you be willing to pay per person to ensure that you get one of these lake view tables?



■ 15 CHF ■ 10 CHF ■ 0 CHF ■ 16 CHF or more ■ 5 CHF

Optimize your business



Why optimize?



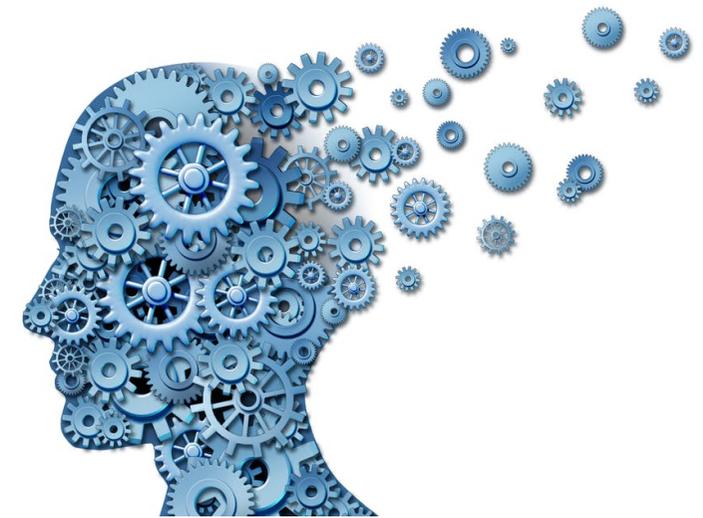


Optimize your
people by
digitalize

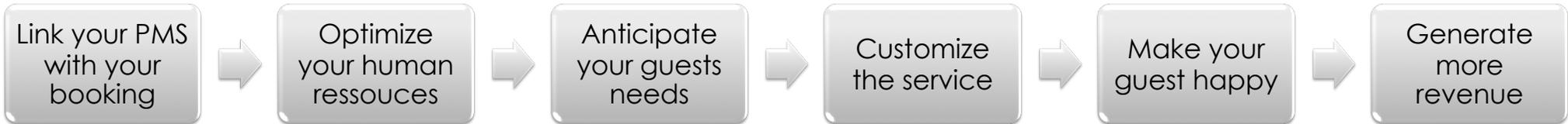
KITCHEN AND BEER



High tech... high touch



Empowering your staff



Food for thought

New tech in F&B does not mean less human resources, but a better use of your team ...

Quality is a the long term profitability...



Technology is nothing. What's important is that you have a faith in people, that they're basically good and smart, and if you give them tools, they'll do wonderful things with them.

Steve JOB





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Q&A

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