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BIG DATA – WHAT IS IT? THAT IS THE QUESTION SAYS ZONAL

We are in the midst of a data capture revolution, giving hospitality operators the opportunity to learn more than ever about their customer profiles and business operations.

But this ‘Usable Data’ is only helpful if operators know how to capture it, analyse it and do something with it advises the UK’s largest provider of technology solutions to the hospitality sector, Zonal Retail Data Systems.

Working with CGA, Zonal’s GO Technology research polls 5,000 UK consumers looking at their behaviours, preferences and how they engage with brands when eating and drinking out. The findings are wrapped up in the latest report from Zonal, called Big Data – What Is It? <http://www.zonal.co.uk/news/zonal/big-data/>

Zonal’s chief executive Stuart McLean said: “To analyse customer basket data from every aspect of their journey; from booking online to ordering, payment and feedback, technology integration is essential.

“With ever-increasing volumes and sources of data, successful companies will be those that harvest the data to gain the insight they need to make better decisions on their business strategies.

“Investing in technology in isolation is not sustainable, it’s operators with a clear strategy that will reap the benefits. Taking an integrated approach is key and that is something that we understand at Zonal.”

But trust is still an issue for operators, with almost a quarter of 18 to 34 year olds surveyed by CGA and Zonal citing ‘lack of trust’ as the biggest barrier to engaging with a brand. Gaining their trust, therefore, is essential as 72% are ready to engage with and share their data in return for instant offers.

CGA’s retail business unit director, Jamie Campbell, said: “Loyalty is always a hot topic within the eating and drinking out market, but current market conditions and the fight for share of spend mean that it’s more important than ever.

From a consumer perspective, loyalty is often perceived as an emotional factor, but the reality for operators is that we want them to keep coming back, which is something far more behaviourally driven.”

The research also reaffirms:

- 80% of consumers who consider themselves to be loyal (emotional loyalty), also state that they are very or extremely likely to revisit (behavioural)
- 79% of consumers will sign up to a loyalty programme with an instant offer
- 69% of guests cite speed of service as the biggest frustration when eating out

GO Technology by CGA and Zonal, tracks consumer attitudes and experiences with technology when eating and drinking out. The research of 5,000 UK adults is conducted quarterly to gain an insight over a period of time to measure consumer behaviour and trends, helping operators to keep one step ahead.

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Issued by Limegreen Communications on behalf of Zonal Retail Data Systems

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