



20 February 2018

## **GO Technology reveals appetite for seamless booking experience**

In this 24-hour connected world that we all live in, evidence from the latest GO Technology report from Zonal and CGA shows how important it is for operators to provide a seamless booking experience, from dusk 'til dawn.

Of the 5,000 GB adults surveyed, 52% prefer to book a table on a mobile device, whether at home, out and about, or at work.

And more than 70% of participants overwhelmingly prefer to reserve a table on a restaurant's own website than use a third-party booking provider. Therefore, operators should not underestimate the power of a mobile-friendly website to drive footfall by featuring an online booking application.

Customers are also seeking to stretch their pound as far as they can, with 78% influenced, to a degree, by special offers, whether it's a new venue or return visit.

Olivia FitzGerald, managing director of Zonal Marketing Technologies, said: "Our quarterly GO Technology report shows how important it is for operators to provide customers with a seamless booking experience they can access whenever or wherever they happen to be. Part of this solution is investing in a mobile optimised website that is engaging, easy to navigate and can accommodate bookings. Menus should be easy to find and special offers clearly signposted, to entice customers to book a table and spend their hard-earned cash, which is having to go further as inflation continues to rise and salaries stagnate."

Despite the continued upward trajectory of mobile bookings, ordering and payment, human interaction is still important, with a significant number of participants preferring to use the phone to secure their table. So, offering an integrated booking experience, that enables customers to make reservations 24/7 either online or by telephone is key part of the mix to ensure no business is lost.

Jamie Campbell, Director of CGA, said: "The changing technological landscape creates both opportunity and challenge for all industries and hospitality is no different. Investing in technology that allows customers to easily access your brand on the go is a must for all forward-thinking operators as well as developing processes that ensure a seamless experience between the virtual customer journey and the experience delivered in outlet."

Working in partnership with Zonal and CGA, the GO Technology report tracks consumer attitudes and experiences with technology when eating and drinking out. The research 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.

Zonal is the leading provider of integrated hospitality management solutions to over 15,000 leisure and hospitality businesses across the UK. For over 38 years, the company has been working closely with clients to enhance the customer experience through market leading technology, experienced people and a partnership approach to business.

CGA is a leading research consultancy and insight business focused purely on the hospitality sector, working with operators of all shapes and sizes as well as leading food and drink suppliers and supporting their business growth.

**ENDS**

**Issued on behalf of Zonal by Limegreen Communications**

**For further information please contact**

**Jo Mathers on 07799 662389 / [jo@limegreencommunications.com](mailto:jo@limegreencommunications.com)**