

Technology Helps Transform High Risk Interactions to Reveal the Future of In-Restaurant Dining

Power up to 80% of in-person dining experiences with almost no physical contact.

Remove non-essential interactions
Provide superior sense of safety
Deliver unrivaled guest experience



Powering the Future

COVID-19 restrictions and protocols have accelerated the need to transition to real-time customer and staff communication. Ensuring safety along each step of the customer journey is the new imperative. Restaurants are reimagining their operations, introducing increased health and sanitation standards and seeking innovative ways to deliver unrivaled service while limiting face-to-face interactions.

New research shows just how much consumer attitudes have changed and highlights the pervasive anxieties restaurants must overcome to deliver exceptional experiences:

77% of consumers say that in the future the amount of in-person interaction required at a business will factor into their decision of whether or not they visit the business.

TRANSFORM UP TO 80% TO CONTACTLESS



Use messaging to transform up to 80% of face-to-face interactions into safe, contactless engagement.

Medallia Zingle can play a crucial role in allowing restaurants and their teams to provide a superior in-restaurant dining experience for each customer, listen for feedback pulses across the customer journey, and take action, in the moment.

Creating a Near Contactless Dining Experience

Follow this in-restaurant dining journey to understand how implementing the right messaging technology can help restaurants deliver the contactless dining experience of the future.

Contact Meter



Booking

PRE-COVID-19 GUEST JOURNEY

Phone Reservation

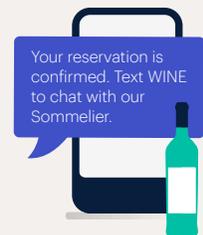
Customer calls ahead for reservation or arrives at restaurant for walk-in seating.



CONTACTLESS CUSTOMER JOURNEY

Text-In Reservation

Customer makes reservation online or by text and receives confirmation text, opening a two-way conversation.



BONUS: Send pre-arrival text for customer preferences like dietary requests or comfort level for in-person interaction.



Arrival & Dining

PRE-COVID-19 GUEST JOURNEY

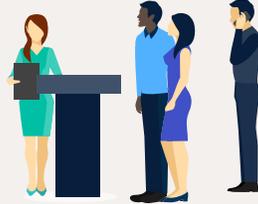
Standard Valet Dropoff

Customer exchanges keys with attendant for paper valet ticket.



Hostess Seating

Customer proceeds to hostess station to check-in and await seating.



Standard Menu

Hostess provides customers with physical menus once seated and are visited by their server shortly.



Standard Ordering

Wait staff greet customers and visit repeatedly to share specials and take food orders.



CONTACTLESS GUEST JOURNEY

Text-in Valet Dropoff

Customer leaves car at valet using mobile number as contactless valet ticket, receives options for in-message payment.



Table-Ready Text

Customer receives "table ready" text with table location and proceeds directly to their table.



Text-In Menu

Customers scans QR code at table to explore digital menu by text link and messages restaurant with questions.



Text-In Ordering

Customer submits digital order directly to kitchen, receiving order confirmation by text.



BONUS: Include custom automations based specifically on the customers preference or selections made throughout the customer experience.

Full Contact



No Contact

Dining

PRE-COVID-19 GUEST JOURNEY

Food Service

Wait staff delivers food and beverage orders to table.



Mid-Dining Server Check-in

Wait staff visits the table to inquire about their level of satisfaction and to see if they need anything additional.



Standard Payment

Wait staff exchanges final bill with customers, receiving payment and returning with payment receipt.



Standard Valet Pickup

Customers hand ticket to valet attendant and wait in line for vehicle delivery.



CONTACTLESS GUEST JOURNEY

Food Service

Customer receives 'order-ready text'. Wait staff delivers food and beverage orders to table.



Mid-Dining Feedback Pulse via Text

Restaurant sends automated text after food is delivered to the table to address customer satisfaction in the moment.



BONUS: Customers are more likely to provide candid feedback over text versus face to face.

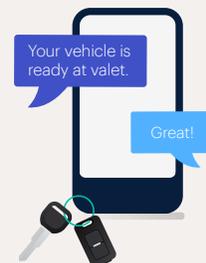
Mobile Payment

Customers submit digital payment via mobile device.



Text-in Valet Pickup

Customers text in advance for car retrieval, automating send of virtual valet ticket to wireless printer, eliminating wait.



Full Contact



No Contact

After Dining

PRE-COVID-19 GUEST JOURNEY

Minimal Feedback

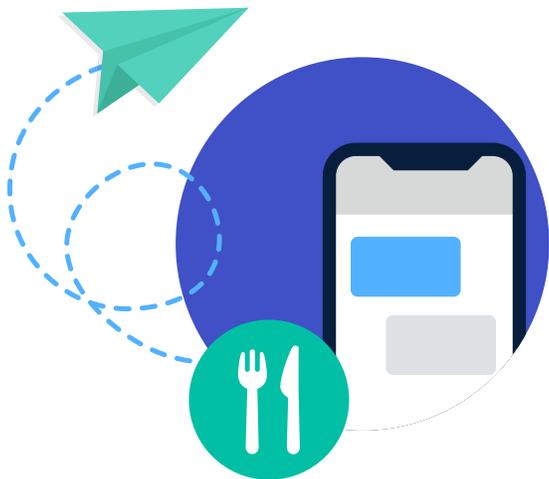
Restaurants likely do not have contact information for requesting feedback.



CONTACTLESS GUEST JOURNEY

Post-Dining Feedback Survey Text

Customer completes post-dining survey text and opts-in to contact tracing. Survey completion automatically generates link and invitation to leave an online review.



Conclusion

As we navigate reopening amidst new safety and social distancing requirements, restaurants will need to remain nimble, and be poised to serve customers in new ways.

With the right technology in place, restaurants can deploy real-time communication strategies that facilitate the contactless, personalized experiences that help customers feel safe and comfortable throughout their dining experience.

About Medallia Zingle

Medallia Zingle empowers businesses to engage, support and respond to customers in more meaningful and impactful ways. Zingle's customer engagement platform combines artificial intelligence and machine learning with workflow automation and mobile messaging, allowing brands to easily deliver exceptional customer experiences in real time. Leading brands across different verticals, including hospitality, food & beverage, retail, and more, use Zingle to increase efficiency, improve operations and delight their customers. Zingle is a division of Medallia, the pioneer and market leader in experience management. Find out more at zingle.com.

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