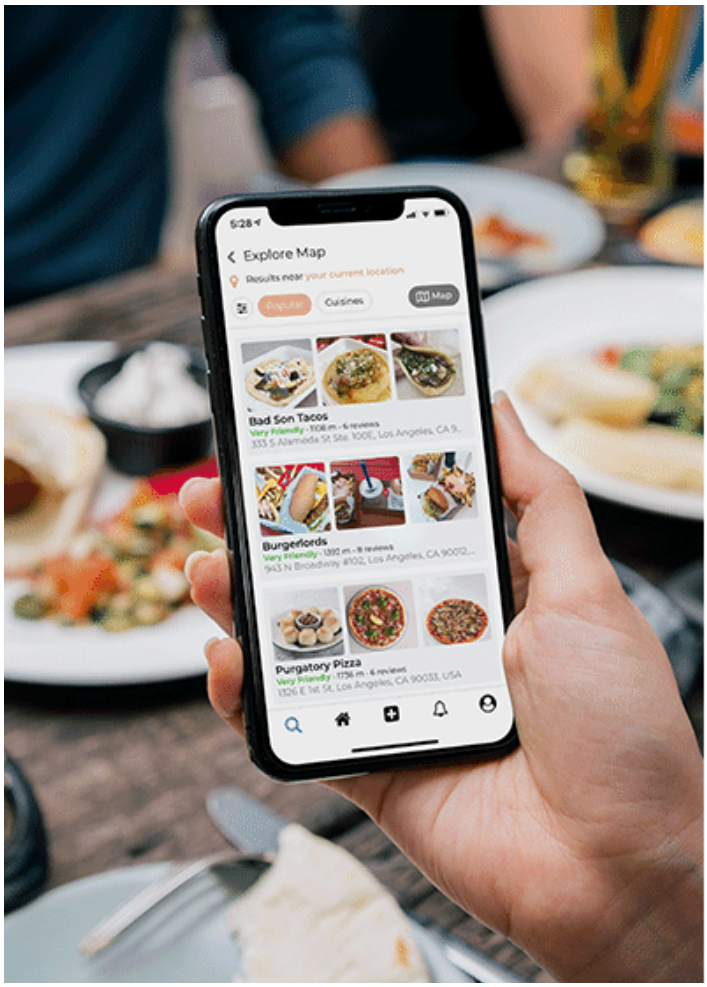
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BUSINESS+IMPACT
MICHIGAN ROSS

Why build an App for your Restaurant?

4 ways that building your own App makes sense for your restaurant

Successful apps can increase customer retention rates, improve order processing, reduce waits and more. Third-party apps have some appeal but there are benefits to building your own too.



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Step

#1

Immersive Brand Experience.

An app shouldn't be just another way to order but to provide an experience and offer value.

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Part 1. Immersive Brand Experience

Mobile apps give customers a completely immersive experience that builds your brand's value and ensures optimum levels of customer service.[1] An App shouldn't be just another way to order but to provide an experience and offer value.[2]

Customers want to interact directly with the restaurant[3] Nearly ⅓ of restaurants have a dedicated app available. However, apps must stand out enough to warrant a download.[4] Ultimately, if an app is easy enough to use, customers are likely to use it. It's also a way to build loyalty[5]

[1] https://tacitcorporation.com/3rd-party-food-delivery-aggregators/
[2] https://tacitcorporation.com/branded-digital-ordering-for-restaurants/
[3] https://tacitcorporation.com/3rd-party-food-delivery-aggregators/
[4] https://tacitcorporation.com/branding-mobile-restaurant-app/
[5] https://www.tacobell.com/promotions/taco-lovers-pass



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Step

#2

More Data Capture Opportunities.

An app helps you gain the right insights from data and make decisions that improve productivity.

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Part 2. Contribute to more data capture opportunities and value in your company

Building your own App helps you gain the right insights from data, and make decisions that improve productivity. It allows you to continuously improve and eliminate lost or dropped receipts. You can also integrate channels which reduces manual rekeying and errors from third party apps.[6] An app can replace loyalty programs and point tracking to make it seamless.

[6] https://tacitcorporation.com/branded-digital-ordering-for-restaurants/



Step

#3

Mitigate the Congestion.

An app reduces the delays in ordering and can mitigate the congestion of your brick-and-mortar locations.

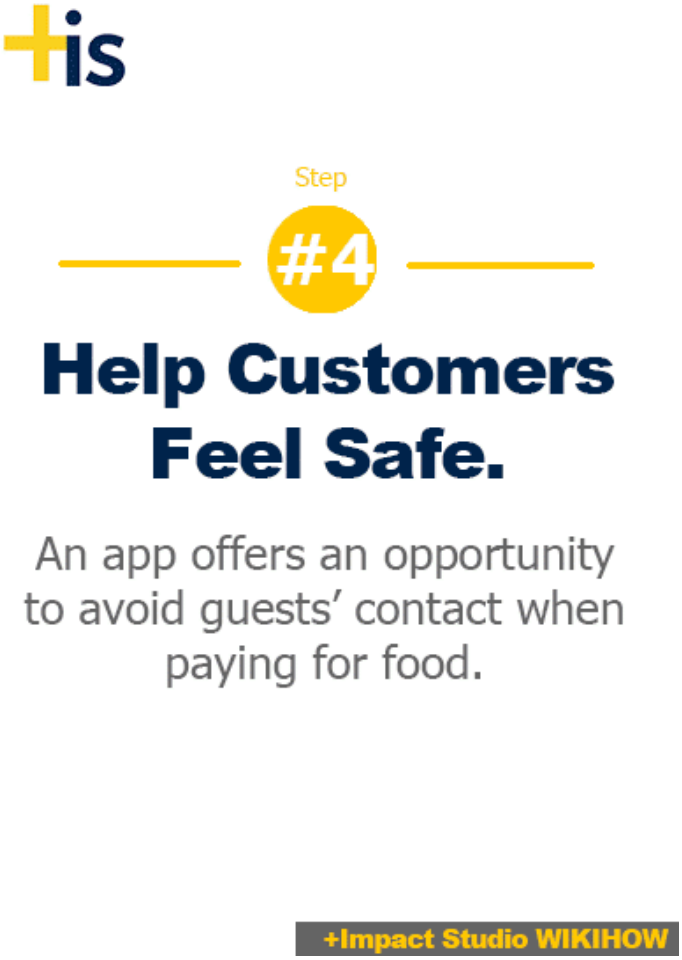
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Part 3. Mitigate the congestion of your brick-and-mortar locations

It reduces the delays in ordering and can mitigate the congestion of your brick-and-mortar locations. Customers can reserve tables, place orders in advance, and order their favorite foods or beverages for takeout.capability can dramatically improve the restaurant kitchen workflows, helping your staff continuously improve without sacrificing quality or quantity. Mobile pay is expected to become a preference in the coming years.[7] Furthermore, it can integrate more easily with your POS systems and save time rekeying orders from customers into the POS from all various ordering channels?

[7] https://tacitcorporation.com/mobile-order-ahead-apps/





Part 4. It can help customers feel safe

Mobile apps also offer an opportunity to avoid guests' contact when paying for food. This can speed up the check-out process and help consumers feel more comfortable with in-house dining. A branded app can also enable mobile order-ahead which reduces time spent waiting. This convenience fact is critical. The contactless payment option is not just in demand; it's a requirement for some brands.[8] It's entirely possible for consumers to get food without shouting through masks to order and maintain social distance and not interact with another human.[9]

[8] https://tacitcorporation.com/digital-ordering-by-restaurants/
[9] https://www.foodandwine.com/lifestyle/return-of-the-automat

In Closing…

Building your own app can improve your business and loyalty over time but building an app and using third party apps offer benefits and challenges[10] While an app for your restaurant can connect delivery, ordering, pick-up, loyalty programs, and more it does require resources to design and implement.

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Douglas Ely is an MBA and MS Sustainability dual-degree candidate at the University of Michigan Erb Institute for Global Sustainable Enterprise, focusing on sustainable systems. In his free time, he enjoys being active outdoors and exploring the world with his partner, Meera. In addition, you will find him adventuring in nature, running and hiking, and being present with loved ones. Doug holds a BS in International Relations, Environment and Development from Boston University.

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[10] https://tacitcorporation.com/branding-mobile-restaurant-app/