



technology

*Aloha*<sup>®</sup>



# The Restaurant Leader's Handbook 2021

Your guide to success in 2021 from NFS Technology,  
home of Aloha restaurant management software.

[www.alohaepos.co.uk](http://www.alohaepos.co.uk)

# What's happened to the restaurant landscape?

Hospitality has seen operational and technological change accelerate dramatically as restaurants, cafes and bars adapted fast to new online offerings to hang onto their customers during the pandemic.

And now it's time to move out of emergency mode and capitalise on all that hard work and innovation.

**In this NFS Guide for Restaurant Leaders, you'll discover how to build on the latest market and consumer trends and strengthen your operations and customer service as we move out of lockdown.**



# So, what lies ahead?

## Here are some predictions

*"The UK hospitality sector in 2021 is due to grow by 31% to £11.7bn."*

*- [Big Hospitality](#)*

*"Pent-up demand is huge. Data from the National Restaurant Association shows that 83% of adults say they are not eating on the premises at restaurants as often as they would like."*

*- [Forbes](#)*

*"Even operators who have previously been reluctant to adopt technology such as QR codes, remote ordering and contactless payment will be forced to implement these new technologies due to customer expectations."*

*- [Polly Robinson](#)*

*"Dire Brexit predictions are wrong – London will remain the world's greatest restaurant city in 2021."*

*- [The Telegraph](#)*

# We learned from our clients and here are the key business success factors we identified:

01 Online ordering and delivery

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02 Extending service reach

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03 Using data to better understand client behaviour

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04 Innovation, in the food, drink and marketing areas

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05 High adoption of digital technology

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06 Tableside ordering and payment

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07 A focus on staff training and engagement.

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## What do these success factors all have in common?

An enhanced digital journey *supported by technology* for your business and your customers.

Even before the crisis, customers were living life via their mobiles, and were well on their way down a new digital path. They were increasingly demanding simple, convenient, online engagement for food and retail purchases.

Restaurant leaders understand social distancing and lockdown restrictions have reinforced this trend - and are stepping up to the challenge with greater adoption of digital technology.

# How has the restaurant customer changed?

Today's busy and impatient consumers are very digital-first – they like to use a mobile reservation app rather than call. They would rather pay using a mobile platform too, so they can be on their way.

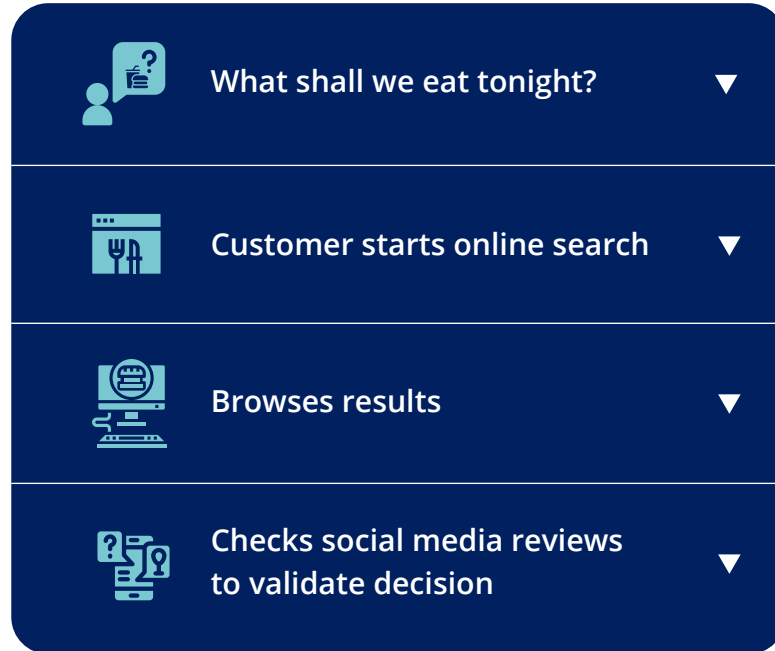
Their online experience is also key to the decisions they make, using review sites and social media before they reserve a table or order takeaway.

And while they like to sample cuisine from around the world, they often do it from the comfort of their own sofa rather than venturing out.

This trend is borne out by the statistic that the food delivery market grew 39% over the three years from 2017 to 2020 and was worth an impressive £8.5 billion in 2019. Source [\*Beambox\*](#)

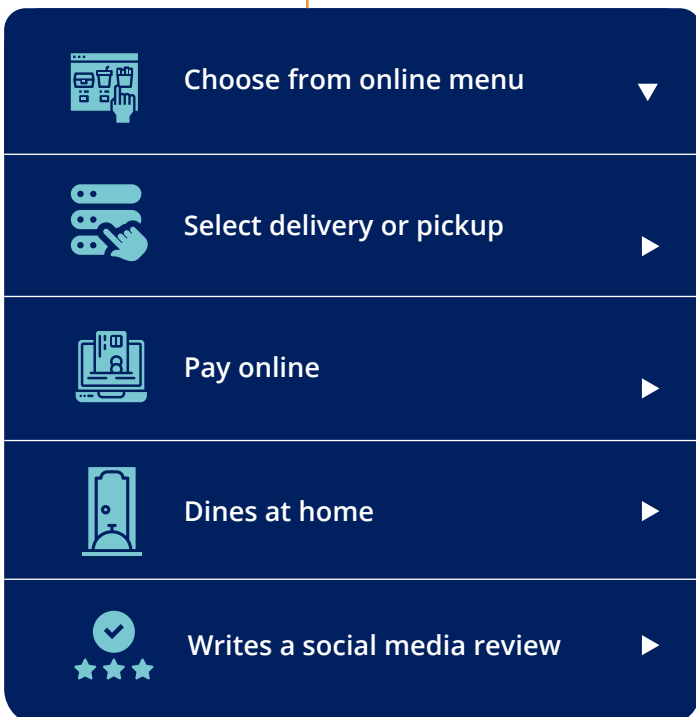


# Your customer's digital journey



Takeaway

In restaurant



# Harnessing social media

Here is our checklist for social media success.

- ☑ **Create your profile**  
Make it comprehensive – opening hours, location, phone number and a link to your website as a minimum.
- ☑ **Post regular content**  
Use a tool like Hootsuite or Buffer to schedule posts to keep your feed up to date.
- ☑ **Use video**  
Use Instagram Live and Facebook Live for maximum engagement.
- ☑ **Hire a professional photographer**  
Get a professional photographer so your dishes really pop on Instagram.
- ☑ **Create a competition**  
Ask your followers to like and share your competition so that it goes viral.
- ☑ **Respond to reviews**  
Protect your reputation. Respond quickly to negative reviews so you can put things right.
- ☑ **Post at optimal times**  
Use a scheduling tool to post at the optimum times for each social platform.
- ☑ **User generated content**  
Repost positive content about your brand. Make it easier for customers to share by creating a hashtag.
- ☑ **Influencer marketing**  
Find out who the local influencers are and pitch them a collaboration, leverage their followers for more likes and shares.
- ☑ **Cross promote**  
Leverage your successful social platforms by posting links to your other social channels.

# So who's developing their business most successfully?

Here's how some NFS customers triumphed over adversity – and built new business models.

## The online model

It's been a lifesaver for many restaurants, prevented from opening by Covid legislation – but for some, it's gone a whole lot further.

### 1. Nottingham tapas specialist **Bar Iberico**

*A Michelin Guide listed restaurant and an NFS Aloha client, switched from a completely in-house offering to a complete online operation.*

### 2. Owner Dan Lindsay says

*"It was a huge success and we are really very pleased with how the solution has enabled the takeaway operation to take off. When the restaurant reopens we are going to utilise the solution to drive a second takeaway only operation".*

[Discover how to deliver tomorrow's restaurant today](#)



## Extending your reach



Restaurants catering for sit-in diners can only offer a fixed number of covers in a day. Offering takeaway is proving a valuable way to extend that.

But it's more than just increasing the number of dishes sold every day. Long standing NFS client Dishoom – the celebrated Indian street food chain – are using the online approach to extend their reach. In fact, it's so successful that Dishoom is adding delivery kitchens to its in-house offering.

Diners who enjoy their food can be offered information and offers about enjoying a similar meal at home with their friends and family. It's a great way to reach new customers who have not yet visited a *Dishoom* restaurant, to spread the brand's reputation and build on their already-successful business model.

*[Should you develop a delivery kitchen?](#)*

# Deep customer understanding

Restaurants who know their customers well always stand the best chance of success.

Many outstanding brands – such as NFS Aloha client The Hawksmoor – already use their restaurant management system and integrated CRM to capture useful customer information, as they interact digitally with the operation, from online booking and ordering to reviews. Identifying preferences and patterns helps restaurants to understand customer behaviour and prepare targeted marketing and offers with the help of their loyalty software.

Extensive customer data is now used in hospitality by capturing data from a wealth of sources as broad as third parties such as Open Table to wi-fi, websites, events and personal data. This creates a fully-rounded, single customer view.

[\*Learn more about customer loyalty programmes\*](#)

# Innovation



*There's no doubt that necessity has bred invention in the last year or so, as restaurateurs have dared to think the unthinkable. For example:*

## New products



Contini, an Italian restaurant in Scotland has found a whole new market by offering luxury cook-at-home meals.

## New brands



Argentinian steak house chain Gaucho has launched a new venture, **Meat and Bun**, available exclusively from Deliveroo.

## New ways of doing things



Tomahawk Steakhouse is generating excitement about its brand with pop-up outlets.

# Adopt digital technologies

Integrated with your restaurant Epos system, digital signage is great for customer service. Easy for customers to view, the signs can be easily updated with new menu items – even across whole chains – and are useful selling aids.

Many operators combine them with kiosks where customers can view, order and pay – a safe and convenient process that also captures useful data.

Dunkin' Donuts and Burger King are among the Aloha users who make the most of a digital experience.

*[Discover the full benefits of digital signage](#)*

# Tablesider ordering and payment



- Customers are now highly receptive to the idea of ordering at their table via a smartphone or tablet.
- At The Scottish Café in Edinburgh, an at-table ordering app is proving a big hit, even among customers who may have been thought to be less digitally-savvy.
- Another NFS client, [MyLahore](#), also uses Aloha Mobile on **handheld devices** to take orders.
- Tablesider ordering is quick and convenient, linking directly with the kitchen, but also captures data that enables the restaurant to streamline the menu. Upsells are also built in, to pop up automatically.

***[Discover 4 big tech ideas to drive success in 2021](#)***

# Staff training and engagement

Tablesider ordering and payment also pay off in terms of labour. If staff aren't running to the kitchen or the cash register, they can use their valuable time to deliver a better guest experience. For instance, they can be trained in allergen awareness or learn more about the menu.

By integrating with your restaurant management system, tablesider ordering provides detailed information across multiple sites that supports better decisions on labour – you pinpoint your busiest times - and stock (best-selling items are easily identifiable).

*[Here's how to manage your labour better](#)*



# Your 5-point plan for success

**01** Hang onto what you've learned – and develop it

**02** Build your brand with innovative thinking

**03** Curate home and remote working for the best productivity and collaboration

**04** Collect and analyse client data to understand your customers better and engage with them

**05** Plan the way forward – develop your best of breed #restaurant2021 technology model.

# Planning the way forward - your restaurant 2021 model

Restaurant management technology has now become foundational in the hospitality industry.

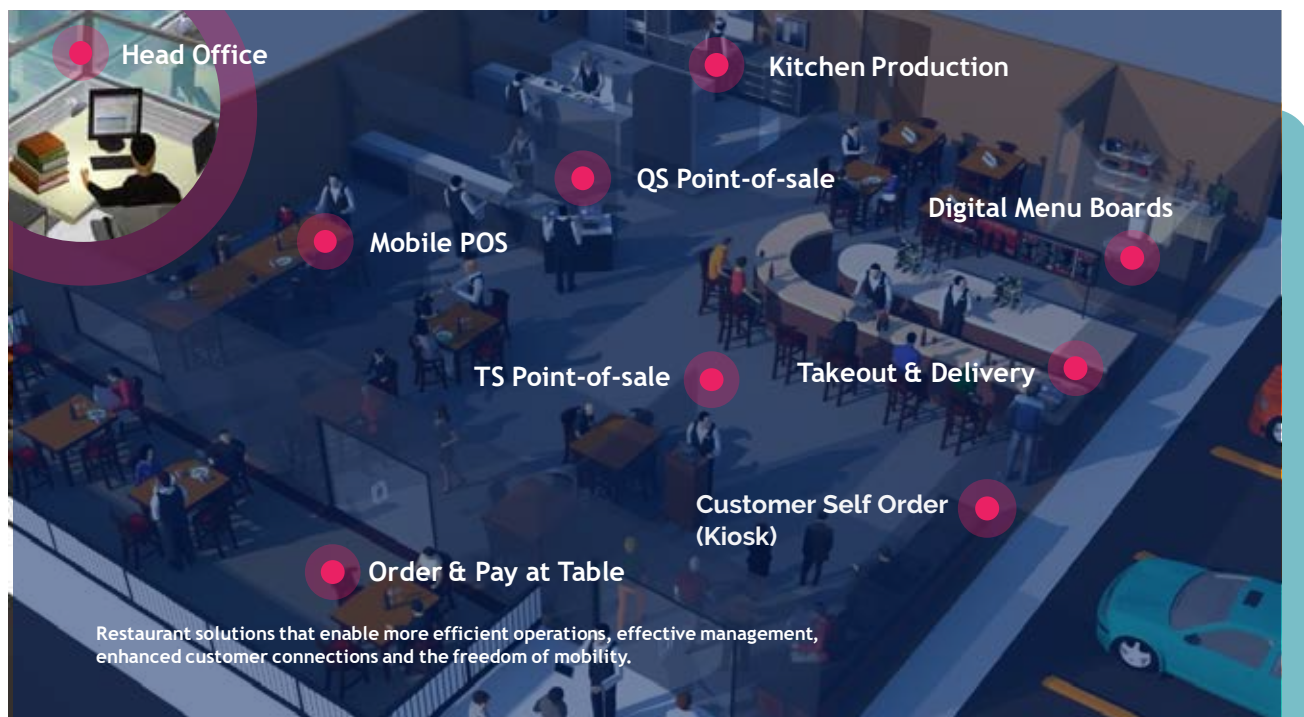
It drives efficiency, reducing waste and provides tighter control over areas ranging from labour to stock and even staff fraud.

Enterprise level restaurant management technology also provides seamless head office functions for restaurant chains, with an end-to-end online view of operations and sales in real time.

So now, restaurant leaders need to take a holistic approach to technology.

Given the important of reliable technology, focus on best of breed solutions that integrating seamlessly with all your other systems from the operational – such as kitchen automation and digital signage – to back office functions such as accounts, stock and labour management.

The diagram below explains how by connecting the customer journey and operational processes, you can maximise efficiency and deliver a great client experience, in the restaurant and online.



# Act now to secure the best outcomes for your people and business

At NFS, we know your world is changing.  
Our experts can help.

Contact Us Today

## Your Restaurant Technology Partner



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### Get in touch

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