

The Loyalty Divide

Operator and Consumer Perspectives, Restaurants 2018

Oracle Hospitality surveyed over 13,000 consumers globally and 500 businesses across retail, hotels and restaurants in 9 countries: Australia, Brazil, China, France, Germany, India, Mexico, UK and USA. Our research has uncovered a significant divide in perception between operators and consumers which has important implications for the future of loyalty.



THE GREAT DIVIDE

Guests are less engaged in loyalty programs than restaurant operators realize.

50%
of restaurant operators believe that consumers sign up to every loyalty program



27%
of consumers sign up to every loyalty program and 23% rarely join loyalty programs at all.

THE RISE OF SOCIAL ADVOCACY

Guests think influencers are more trustworthy than traditional advertising or celebrity endorsements.

51%

of consumers are likely to research restaurants on social media before visiting



40%

of restaurant guests view YouTube reviews are more trustworthy than branded advertising or communications.

PERSONALIZATION: CONNECTED AND IMMEDIATE

Connected is being recognized as an individual. Immediate is about compelling offers and instant gratification.



88%



of consumers like being able to accept or reject offers so that the loyalty program can learn which offers are most relevant.

%

76%



of restaurant guests find immediate benefits more appealing than accumulating points.

THE ROLE OF TECHNOLOGY

Guests like advanced technologies that support connections or convenience in relationships with restaurant brands.

82%

of consumers enjoy being able to pay the bill through a mobile app

84%

of consumers would enjoy the ability to order and view nutritional information on a mobile device or tablet at the restaurant

BRIDGING THE DIVIDE

The data reveals a significant split between a restaurant's and guest's perception of loyalty. How will you conquer this divide to deliver a superior guest loyalty program?

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