

Food For Thought

How Restaurants Can
“Deliver” on Revenue
During Times of Inflation



We know too well inflation has made its way into our lives. Many of us are looking for spare change where we can find it. We're also looking for **good news**.



And guess what?

We have some!

Imagine the feeling of sitting down with your favourite meal. If we do say so ourselves, this news is just as good (well, almost as good) for restaurants.



We surveyed UK customers

to understand their attitudes toward takeaways and food deliveries during this time of economic change, and the results show people are **saying yes** to treating themselves to food-to-go now more than they did before inflation began to rise.



As consumer appetite for delivery and takeaway - quite literally - grows, so does the opportunity for restaurants.

So what does the research mean for today's takeaway and delivery trends? Here we'll unpack:

- Consumer preferences & habits
- Key purchasing considerations
- How to improve the customer experience, streamline operations & improve profits

Let's dig in!



Delivery All Day, Every Day



Just how much are deliveries and takeaways increasing?

Well, currently 40% of people in the UK get up to three deliveries a week. That's 7% more than pre-inflation habits. People are also averaging three takeaways per week compared to two per week when costs were lower.



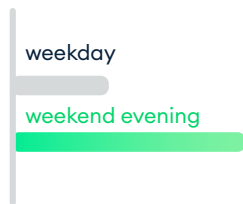
Interesting findings ... though we're not surprised. Why?

People have grown to know and love the convenience of delivery. This habit formed through the pandemic and it's stuck. People continue to crave small ways to treat themselves, even as they watch their wallets.

But when are deliveries most popular?



26% of people order on a weekend evening with friends and family.



That's 2.4x more than people ordering on a weekday.

Both of these times trump other options like ordering on a weekend evening alone or during a weekday lunch break at work.

“The delivery orders represent more than 75% of our business today, as well as 25% for online ordering.”

- Benoît Labat, Director of the Big Mamma Group



BIG MAMMA

In fact, people are willing to get dinner delivered and cut back on:



47%

Going out for drinks and dinner



44%

Buying clothes

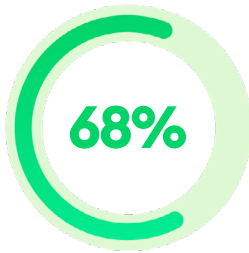
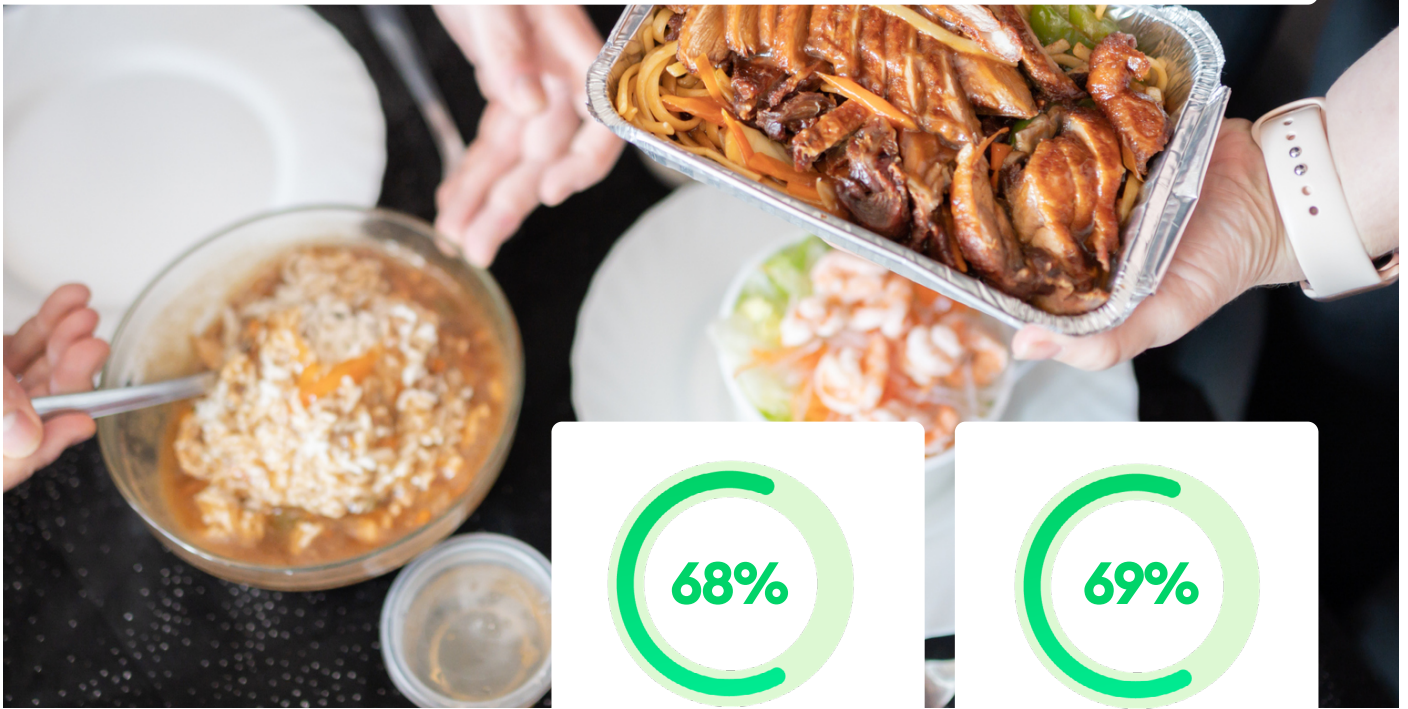


35%

Travelling

That being said, in-person dining is here to stay. Treating customers to top notch experiences in and out of the restaurant will be key to a restaurant's success.

Quality, Convenient Deliveries Reign Supreme



While people are getting more takeaways and deliveries, they are also being more selective.

A whopping 68% of people said **quality ingredients** are more important now than before the rise of inflation.

What's more, **convenience** is a major deciding factor for consumers selecting a restaurant for takeaway and delivery.

69% claim how close a restaurant is and **how fast their food can get to them** is now more important than ever.

The growing need for convenience has been around for a while. In 2021, **McKinsey** reported on the rapid evolution of food delivery and found convenience as one of the leading pandemic trends - and that's clearly not changing anytime soon.

Is that all that consumers look for when selecting a restaurant? **Well, no.**



And what's being added most to peoples' baskets?

There are just a few other factors that influence why consumers choose one over another.

Top 5



21%
Pizza



20%
Fish and chips

Pizza is the food that the UK can't give up, with 21% of people saying they'd order it any time - regardless of inflation. Next in line is our beloved fish and chips at 20%.

“People are continuing to prioritise and enjoy takeaway and delivery food orders as a more cost effective way to enjoy themselves during this time. But with consumers more selective on where they put their money, convenience, ease and a variety of menu offerings are the secret sauce to restaurant success.”

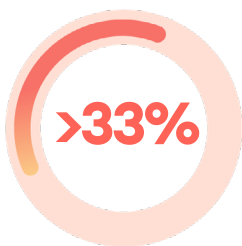
- Zhong Xu, Deliverect CEO and Co-founder

Seconds, Anyone?

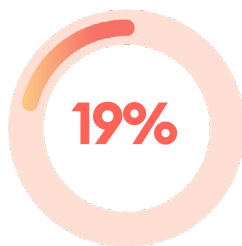


So you've successfully driven customers to order from your fine establishment. But how do you ensure they come back?

Let's get the sticky stuff out of the way first.



According to our research, more than a third of customers didn't order from a restaurant again after they had a **bad delivery experience**.



To boot, 19% of those same people told their friends or family not to buy from the restaurant either.

Okay, rewind. What kind of frustrations do customers have?

Top 5

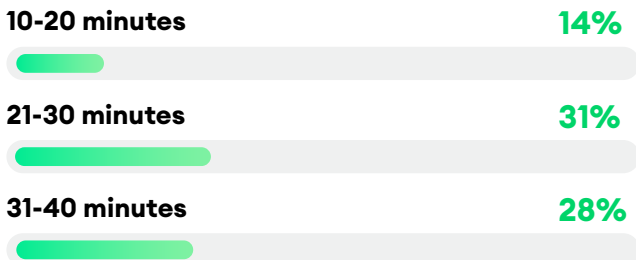
Long delivery time	30%
Incorrect orders	23%
Delivery charges	21%
Food not arriving at the correct temperature	20%
Incomplete orders (e.g. items missing)	19%

‘Overpriced’ menu items didn’t appear in the top 5 list of frustrations -

reinforcing that people are willing to pay more for high-quality food. But being quick, reliable and conveniently located really does reign supreme, with ‘long delivery’ and ‘incorrect orders’ coming out on top as the most likely to get under peoples’ skins.



That leads us to **maximum wait time** for deliveries. Here are consumers’ expectations:



Now that’s out of the way, let’s look at what would actually make people more likely to order food delivery from a restaurant again.

Two guesses as to what were among the top results...



“Having all of our online orders come to a single point means it’s a lot easier to be consistent with the items that you’re serving out for delivery.”

- Andrew Lawrence, Chipotle IT Manager UK & Europe



Quality food is key with 42% saying it keeps them coming back. What about convenience, you ask?



Fast delivery is right up there with 27% saying this was the most important element.



Food for Thought:

What Should Restaurants Do Next?



Prioritise Customer Experience

The proof is in the pudding. People like the convenience of food-to-go, and restaurants that place as much care and attention into their delivery experience as they do their dine-in experience will attract more customers and boost profits. The details matter. Surprise and delight customers with a message on their takeaway bag. Consider creating personalised promotions to build loyalty. Add something a little extra to your regulars' orders.

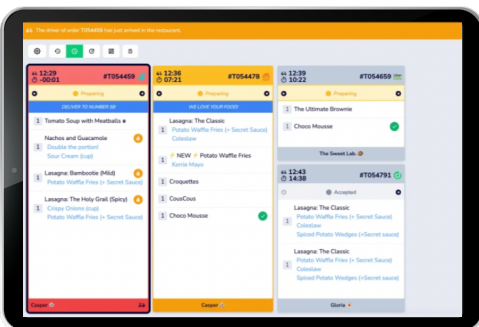
With the right technology, you can find time to think of new ways to connect with your customers. Our [solution](#) centralises and aggregates all online orders across multiple channels, helping you grow your business and save time. More than 27,000 restaurants trust our tech to streamline workflows and minimise errors, in and outside of the kitchen.



Keep It Fresh With Great Food

Now is the time to freshen up your menu. What new dishes can you introduce? What seasonal ingredients will enhance your flavours? What's trending on social media?

With **Deliverect Marketplace**, you can easily connect with our growing network of partners and virtual brands to jazz up your restaurant. From finding new revenue streams to improving operations, we've done the research so you don't have to. Explore more cooking spaces, recipes, and scaling solutions to take your business to the next level. We're here to connect you with the best of the best to help.



Strive For Consistent Reliability

Overall reliability, from accessibility to prep to delivery, is not only important to you and your business but its trickling effect has an impact on your customers' experience. Those that prioritise **visibility, efficiency and accuracy** at every step are rewarded with repeat customers and glowing reviews.

For inside the kitchen, incorporate an intuitive **kitchen display** to triage tasks by workstations and eliminate physical tickets.

For outside the kitchen, **diversify your delivery channels** so a customer can find, contact and order from you easily and efficiently. If they can't, they'll find another restaurant that is more convenient.

Looking to add another channel and control the delivery experience? Set up your own personalised **Online Ordering** website so customers can order directly from your online storefront.





“Deliverect can help us save time. We make no mistakes.”

- Wok Wok Southeast Asian Kitchen



Data is Power

Figuring out your next move as a business can be daunting without clear and precise data. Which menus bring in the most profit? Which products are selling out faster? When are your peak hours? This is all important information to have to adapt to socioeconomic trends and to understand your regulars and new customers.

Technology should be simple. Restaurants should be able to quickly leverage order and revenue data to make data-backed decisions on menus and promotions across multiple channels. For instance, data may show that it would be valuable to shrink your menu. A smaller menu that really fits with what your customers want to order means you can reduce costs and focus on quality.

Creating visual reports on sales performance has never been easier with our intuitive **Insights** tool. Once you’ve figured out your next big move, modify your menus and channels in just a few clicks—it’s a piece of cake.



Be on the lookout for more Food for Thought. We’re here to help you stay on top of the latest trends and provide practical tips on how to evolve.

And in the meantime, cheers to you, restaurants, for continuing to serve up delicious food all while navigating all the twists and turns being thrown your way.





Survey Methodology

This research was conducted by Censuswide with 1002 General consumers in the UK. Fieldwork was carried out between 03.08.2022 - 11.08.2022.

Censuswide abide by and employ members of the Market Research Society. All survey panellists are double opted in (with an opt-in and validation process) in line with MRS and ESOMAR standards.

About Deliverect

Deliverect is the ultimate digital food management software solution, integrating all sales channels directly into an existing POS and streamlining order flows. It seamlessly integrates digital orders from food delivery channels, like Uber Eats, DoorDash, and Just Eat, helping restaurants improve operations, profits, and customer satisfaction.

Deliverect makes managing online orders from beginning to end simple. Whether it's channel management, menu and stock control, kitchen workflows, and everything in between, the all-in-one platform is inspired by ambitious customers and built for them too—that's our secret sauce.

Operating in over 40 markets and 27,000+ establishments, Deliverect is trusted by restaurants big and small, dark kitchens, and FMCGs companies around the world such as Taco Bell, Burger King, and Unilever. Find out more at www.deliverect.com.