

State of Consumer Foodservice Loyalty Programmes and Opportunities for Expansion

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INTRODUCTION

Scope

Executive summary

STATE OF PLAY OF LOYALTY PROGRAMMES IN FOODSERVICE

Loyalty ensures customer retention and added value to the overall eating experience

There is potential for increased participation in restaurant loyalty programmes

Groceries and foodservice characterised by robust weekly purchasing habits

Distinct purchasing habits and expectations across generations create loyalty opportunities

Opportunities lie within purchase habits and affluent populations

Two main categories of loyalty programme features: Traditional and next-gen

Top 10 leading foodservice operators rely heavily on point-based programmes

Restaurants explore gamification for enhanced engagement and onboarding

Domino's, KFC and McDonald's are at the forefront of app engagement

Scalability, rewards and time constraints are key barriers for foodservice schemes

Competition intensifies as it shifts towards the app space on consumers' smartphones

Top 10 leading third party delivery players and their loyalty schemes features

Four predominant features found in third party loyalty programmes

Ordering from a restaurant's app is primarily driven by factors other than loyalty

Foodservice rewards lack ambition and a long-term connection with brands

KEY TRENDS

Foodservice can capitalise on the fandom it generates to build emotional loyalty

Long-term loyalty in foodservice hinges on seizing the opportunities that lie ahead

MOVING BEYOND THE TRANSACTIONAL

Millennials and Gen X have a shared desire to explore brands more deeply

Chipotle's value driven goals integrated as part of its loyalty scheme

The Club Cage uses a Canadian hockey team to ignite emotions among its members

HYPER-PERSONALISATION

Providing personalised experiences reflects a brand's understanding of its customers

McDonald's personalises its services by preparing meals before customers' arrival

Burger King uses Royal Perks members' preferences to create the next Whopper

BRAND COMMUNITIES

Brands should adopt a dynamic approach to activate and cultivate brand communities

Taco Bell empowers loyalty members to take part in the design of hot sauce slogans

Food Fighters Universe fosters digital community with Web3 technology and NFTs

KEY TAKEAWAYS

Key takeaways

APPENDIX

Appendix

Appendix

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