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# Restaurant Tech Trends on the Horizon in 2023

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## Integrating products to create a unified experience

There are two main reasons why integrations to help the back of house catch up in 2023

- **Integrated software** that effectively manages labor and food costs
- **Automation, robots, and basic workflow software** to reduce back of house complexity



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## Changing the shape of restaurants to address customer expectations

Today, most restaurants on the inside look the same as they did 20 or 30 years ago. However, the expectations of that restaurant are totally different.

- **Customers want a branded experience** while dining in, yet also want an Amazon.com experience when they have food delivered.
- Restaurants are trying to do this with the same dining room and kitchen they have always used.



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## Optimizing customer relationships with next level personalization

With Google's plan to remove third-party cookies in the second half of 2024, brands can no longer rely on third-party data to map out their long-term strategy.

- The future of datadriven customer experiences will require brands to rethink their traditional practices and **refocus on building a customer-first loyalty and engagement program.**
- In exchange for the zero-data customers provide they will want to be rewarded with **better 1:1 interactions.**



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## Developing a subscription model that embraces your brand

Subscriptions are going to help brands with high repeat customers differentiate themselves from the competition in 2023.

- They also provide brands with the ability to grow customer relationships and generate more loyalty.
- As customers are in your store or getting delivery more, they are going to interact with your brand more, giving you the opportunity to take them from a loyal customer to a superfan.



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## Making the most of mobile payments

Brands need to determine how to take the experience that customers have when paying and engage them with a survey or maybe enrollment into a loyalty program. It needs to become something more than a transaction.

