



**Datacomm**

**Research**

**Company**

# **Good Food and Drink and Connected Technology, 2014-2019**

A Case Study for the Future of Retailing

**David Strom  
Ira Brodsky**

Version 1.0  
Date: May 20, 2014

© 2014 Datacomm Research Company

*All rights reserved. No material contained in this report may be reproduced in whole or in part without the written permission of the publisher. Information on existing and planned products and services was provided by the manufacturers and is subject to change. Conclusions and recommendations presented are the opinions of the authors and are subject to risks.*

Website: <http://www.datacommresearch.com>

Datacomm Research Company, 9220 Old Bonhomme Road, St. Louis, MO 63132 USA

Telephone: (314) 709-1581 • Facsimile: (314) 667-3010 • e-mail: [info@datacommresearch.com](mailto:info@datacommresearch.com)

**Table of Contents**

- 1. Executive Summary..... 1
  - 1.1 How Connected Technology Benefits Retail Consumers and Merchants..... 1
  - 1.2 The Future of Retail ..... 4
  - 1.3 Key Conclusions ..... 10
  - 1.4 Key Recommendations ..... 11
- 2. The Restaurant Chain Business & Connected Technology ..... 12
  - 2.1 How Connected Technology is Changing the Restaurant Business ..... 13
    - 2.1.1. The website as a window menu and quick tour ..... 14
    - 2.1.2. Loyalty programs and email clubs..... 14
    - 2.1.3. Social media ..... 15
    - 2.1.4. Customer engagement..... 17
    - 2.1.5. Apps mean more than appetizers..... 18
    - 2.1.6. Online ordering ..... 19
    - 2.1.7. Keeping them entertained ..... 20
    - 2.1.8. The restaurant of tomorrow ..... 20
  - 2.2 Which Strategy is Best: Pioneer or Follower?..... 21
- 3. Restaurant Websites ..... 23
  - 3.1 The Essential Website Features ..... 24
  - 3.2 Making the Best Use of Webpage Real Estate ..... 30
  - 3.3 Mobile Devices..... 31
  - 3.4 Additional User Interface Design Issues ..... 32
  - 3.5 Feedback and Comment Areas ..... 33
  - 3.6 Website Extras and Extra Websites ..... 35
- 4. Restaurant Chains and Social Media Engagement ..... 37
  - 4.1 Facebook Engagement..... 39
  - 4.2 Twitter Engagement..... 42
  - 4.3 YouTube Engagement ..... 48
  - 4.4 Google+ Engagement..... 49
  - 4.5 Other Social Media Engagement ..... 50

4.6 The Seven Keys to Social Media Success for Restaurant Chains.....	51
4.6.1. Claim your brand name on every social network you can find as soon as possible.....	51
4.6.2. Employ at least one of the dozens of social media tracking tools to monitor how people are responding .....	52
4.6.3. Don't just post messages, interact with customers.....	52
4.6.4. Take criticisms and complaints in stride .....	53
4.6.5. Create your own social media playbook.....	53
4.6.6. Avoid common social media faux pas.....	53
4.6.7. Grow your social media network carefully .....	54
5. Restaurant Chain Mobile Apps .....	55
5.1 Pizza Chains.....	59
5.2 Sub and Sandwich Chains .....	60
5.3 Coffee and Breakfast Chains .....	61
5.4 Fast Food – Burger Chains.....	63
5.5 Fast Food – Chicken Chains.....	64
5.6 Casual Dining - Steak Chains .....	65
5.7 Casual Dining - Seafood Chains.....	66
5.8 Casual Dining – Mexican Chains.....	67
5.9 Casual Dining - Asian Chains .....	68
5.10 Ice Cream and Smoothies Chains.....	68
5.11 Convenience Store Chains .....	69
5.12 Casual Dining – Other Chains.....	69
5.13 Taking Restaurant Mobile Apps to the Next Level.....	71
6. Restaurant Chain Use of Interactive Digital Technology .....	72
6.1 Coffee and Breakfast Chains .....	74
6.2 Pizza Chains.....	77
6.3 Fast Food – Burger Chains.....	79
6.4 Fast Food – Chicken Chains.....	81
6.5 Steak Chains .....	82
6.6 Casual Dining – Seafood Chains.....	83
6.7 Sub and Sandwich Chains .....	84
6.8 Mexican Chains .....	85

6.9 Asian Chains .....	87
6.10 Ice Cream and Smoothies Chains.....	88
6.11 Casual Dining – Other Chains.....	89
6.12 Convenience Store Chains .....	92
Appendix A: Digital Interactive Scoring Legend.....	93
Appendix B: Restaurant Loyalty Programs.....	93
7. Technology Solution Providers.....	96
7.1 Altametrics .....	96
7.2 Belly.....	96
7.3 Bite Squad .....	97
7.4 Clinkle.....	97
7.5 Dining Circle .....	98
7.6 Eateria .....	98
7.7 E la Carte Inc. ....	98
7.8 Fishbowl .....	99
7.9 Ford SYNC System .....	99
7.10 Front Flip .....	100
7.11 GiftCardRescue .....	100
7.12 GrubHub.....	101
7.13 Hubworks .....	101
7.14 iMenu360.....	102
7.15 iSIGN Media Corp.....	102
7.16 Kokley.....	103
7.17 LevelUp .....	103
7.18 Madison & Fifth .....	104
7.19 Mahana .....	104
7.20 Main Street Hub.....	104
7.21 MasterCard PayPass.....	105
7.22 Mogl .....	105
7.23 Moneris Solutions .....	105
7.24 Mowingo, Inc. ....	106
7.25 Mozido .....	106

7.26 NCR Aloha .....	107
7.27 Nextep Systems.....	107
7.28 No Fuss Dining.....	107
7.29 OLO.....	108
7.30 Onosys.....	108
7.31 OpenTable.....	108
7.32 Paydiant .....	109
7.33 PCAmerica.....	109
7.34 PlayNetwork.....	110
7.35 Posiq.....	110
7.36 Real Digital Media .....	110
7.37 Sociallybuzz .....	111
7.38 Snapfinger .....	111
7.39 Splick-it.....	111
7.40 TabbedOut .....	112
7.41 Tillster.....	113
7.42 Venga, Inc.....	113
7.43 Viableware, Inc.....	114
7.44 Wand Corp. ....	115
7.45 Where 2 Get It.....	116
7.46 Yelp.....	116
7.47 Ziosk .....	117
About the Authors .....	119

## Tables

Table 1: The twelve most popular restaurant chain mobile apps .....	3
Table 2: The twelve most interactive restaurant chains.....	3
Table 3: YouTube stats for select restaurant chains.....	16
Table 4: Facebook stats for restaurant chains with 5 million or more “likes” .....	17
Table 5: Facebook page popularity and engagement, select restaurant chains .....	41
Table 6: Most active restaurant chains on Twitter (tweets, followers, followers-to-tweets).....	44
Table 7: The twelve most popular restaurant chain mobile apps (same as Table 1) .....	55
Table 8: Mobile apps of the top pizza chains.....	59
Table 9: Mobile apps of the top sub and sandwich shops.....	60
Table 10: Mobile apps of the top coffee and breakfast chains .....	61
Table 11: Mobile apps of the top fast food - burger chains .....	63
Table 12: Mobile apps of the top fast food - chicken chains.....	64
Table 13: Mobile apps of the top casual dining - steak chains .....	65
Table 14: Mobile apps of the top casual dining - seafood chains.....	66
Table 15: Mobile apps of the top casual dining - Mexican chains .....	67
Table 16: Mobile apps of the top casual dining - Asian chains.....	68
Table 17: Mobile apps of the top ice cream and smoothies chains .....	68
Table 18: Mobile apps of the top convenience store chains.....	69
Table 19: Mobile apps of the top miscellaneous casual dining chains .....	70
Table 20: The twelve most interactive restaurant chains (Same as Table 2) .....	73
Table 21: Coffee/breakfast chains’ use of interactive technology .....	76
Table 22: Pizza chains’ use of interactive technology.....	78
Table 23: Quick service burger chains’ use of interactive technology .....	80
Table 24: Quick service chicken chains’ use of interactive technology.....	82
Table 25: Steak chains’ use of interactive technology.....	83
Table 26: Seafood chains’ use of interactive technology .....	84
Table 27: Sub and sandwich chains’ use of interactive technology.....	85
Table 28: Mexican food chains’ use of interactive technology .....	86
Table 29: Asian chains’ use of interactive technology.....	87
Table 30: Ice Cream and Smoothies chains’ use of interactive technology .....	89
Table 31: Casual dining chains’ use of interactive technology .....	91
Table 32: Convenience store chains’ use of interactive technology .....	92
Table 33: Points for restaurant chains’ interactive capabilities.....	93

## Figures

Figure 1: Bricks and mortar retailers must embrace connected technology as online retailers add physical presence.....	5
Figure 2: Forecasted digital business for the U.S. restaurant industry, 2013 – 2019 (in billions of U.S. dollars) .....	7
Figure 3: Dunkin Donuts’ menu bar .....	26
Figure 4: Outback Steakhouse’s store locator detail screen .....	27
Figure 5: Outback Steakhouse’s store locator detail screen as displayed on a mobile device. ....	28
Figure 6: Denny’s store locator detail screen .....	29
Figure 7: Chick-fil-A’s store locator with selectable criteria at the top of the screen .....	32
Figure 8: Denny’s contact page gives customers plenty of options for submitting feedback.....	34
Figure 9: Church’s Chicken’s plain-looking contact page may discourage feedback.....	34
Figure 10: Outback Steakhouse’s fraud alerts page .....	35
Figure 11: In-N-Out Burger’s downloads page.....	36
Figure 12: Jamba Juice’s tweets per month.....	38
Figure 13: Hooters’ tweets per month .....	38
Figure 14: McDonald’s tweets per month and tweet density by time of day .....	45
Figure 15: Panera’s tweets per month and tweet density by time of day .....	46
Figure 16: Applebee’s tweets per month and tweet density by time of day .....	47
Figure 17: Jamba Juice’s home page doesn’t include a link to its YouTube channel.....	48
Figure 18: Posiq’s loyalty program analytics dashboard .....	95



## About the Authors

[David Strom](#) is one of the leading experts on network and Internet technologies and has written and spoken extensively on topics such as VOIP, convergence, email, cloud computing, network management, Internet applications, wireless, and Web services for more than 25 years. He has written two books and hundreds of magazine articles, opinion columns, reviews, feature stories and analyses for dozens of publications and web sites. Strom is a sought-after speaker and has appeared at technology conferences around the world.

[Ira Brodsky](#) has written five books on technology topics. He was a regular columnist for *Network World* for ten years. He has published dozens of reports on new technologies and markets in telecommunications, life sciences, and power generation. His work has included identifying new markets, defining new products, developing competitive strategies, and influencing government policymakers. Brodsky has consulted for clients in North America, South America, Europe, Asia, and the Middle East.