



CUSTOMER EXPERIENCE MATTERS NOW MORE THAN EVER

THE NEW IMPORTANCE OF THE EMOTIONAL CONNECTION

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Restaurant Industry Current State: COVID-19



	2019 Actuals (\$B)			2020 Original (\$B) (forecast prior to CV19)			2020 New Forecast with CV19 Impact (\$B) versus 2020 Original Forecast			
	Units	Operator Spend	Consumer Spend	Operator Spend	Consumer Spend	% IMPACT	Operator Spend	Operator Impact	Consumer Spend	Consumer Impact
Restaurants	682,977	\$165.2	\$473.1	\$169.1	\$484.4	-22%	\$ 131.3	\$ (37.8)	\$ 377.2	\$ (107.2)
QSR	294,591	\$65.6	\$192.9	\$67.6	\$198.8	-13%	\$ 59.1	\$ (8.5)	\$ 173.8	\$ (24.9)
Fast Casual	75,390	\$19.2	\$56.6	\$20.0	\$59.0	-19%	\$ 16.2	\$ (3.8)	\$ 47.8	\$ (11.2)
Midscale	107,145	\$22.5	\$62.6	\$22.7	\$63.2	-32%	\$ 15.5	\$ (7.2)	\$ 43.2	\$ (19.9)
Casual Dining	184,583	\$54.6	\$151.8	\$55.4	\$154.0	-31%	\$ 38.3	\$ (17.1)	\$ 106.5	\$ (47.5)
Fine Dining	10,522	\$3.3	\$9.2	\$3.4	\$9.5	-38%	\$ 2.1	\$ (1.3)	\$ 5.8	\$ (3.6)

provided by Datassential
<https://apps.datassential.com/covid19/>

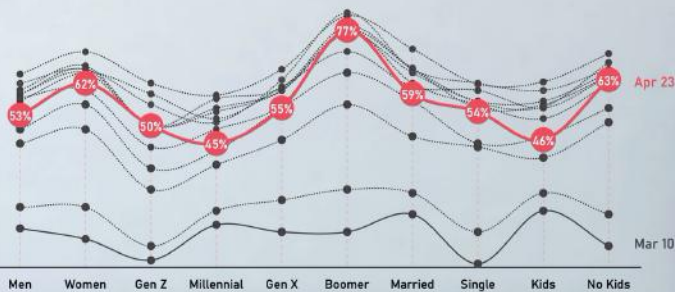
Restaurant Industry Current State: COVID-19

Avoidance of eating out is steady but starting to soften.

As a few states start to reopen restaurants for dining in, avoidance is beginning to show signs of decreasing. While overall numbers have been steady for the past week, many consumer segments are showing significant dips, including younger generations, singles and households with kids. Boomers are the only group trending up in avoidance, likely fearful of greater spread as restaurants reopen.



DEFINITELY AVOID EATING OUT



RESTAURANT CLOSURE - U.S & CANADA

Nearly 695,000 US operators affected



Nearly 79,000 Canadian operators affected

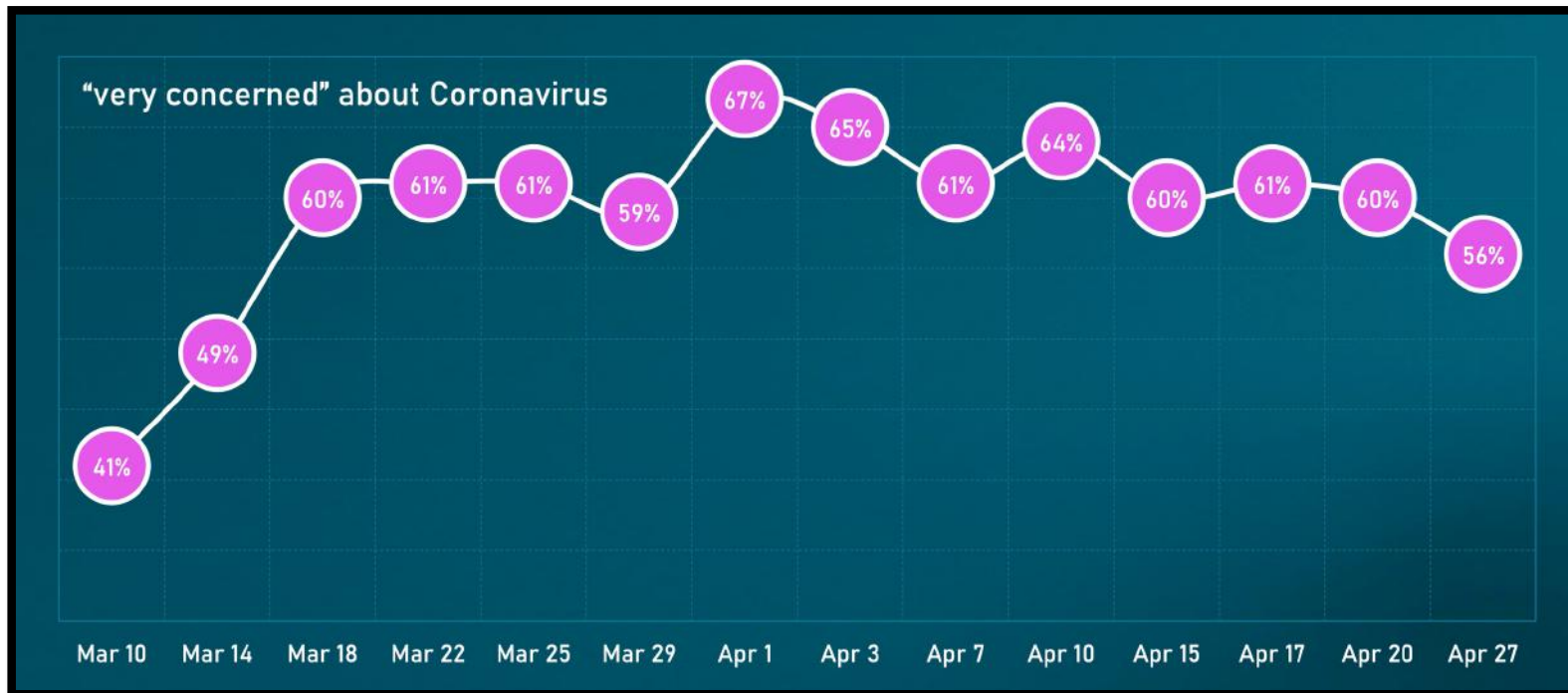
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Restaurant Industry Current State: COVID-19



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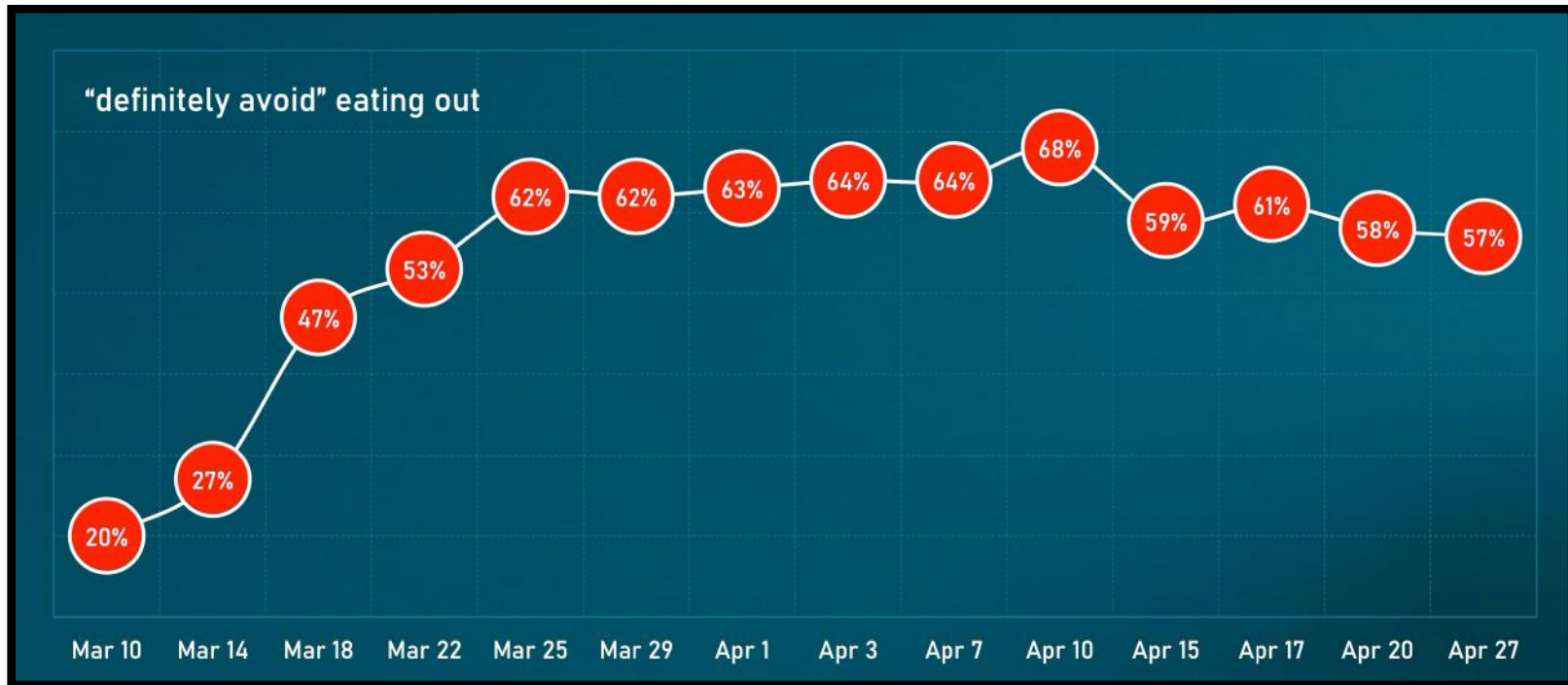
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Restaurant Industry Current State: COVID-19



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Restaurant Industry Current State: COVID-19

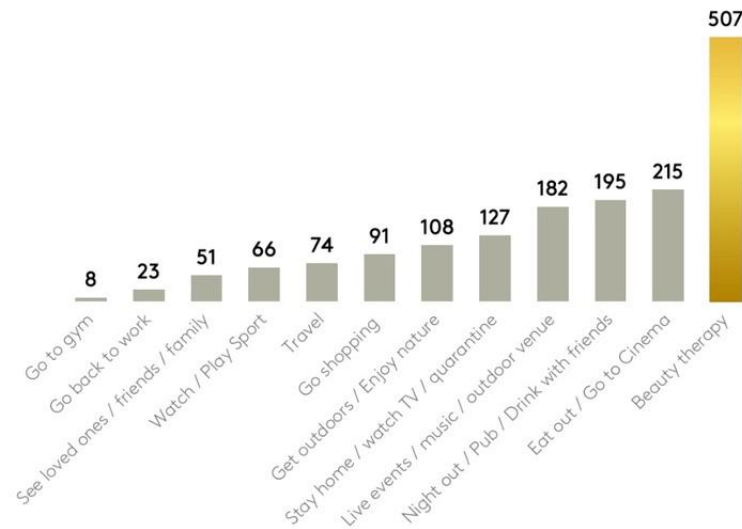


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What are we looking forward to about life after the pandemic?

Our top priorities are to look good, eat and spend time with friends

Social Listening: 24th March – 30th March – English social media mentions in connection with what people are most looking forward to doing after COVID-19

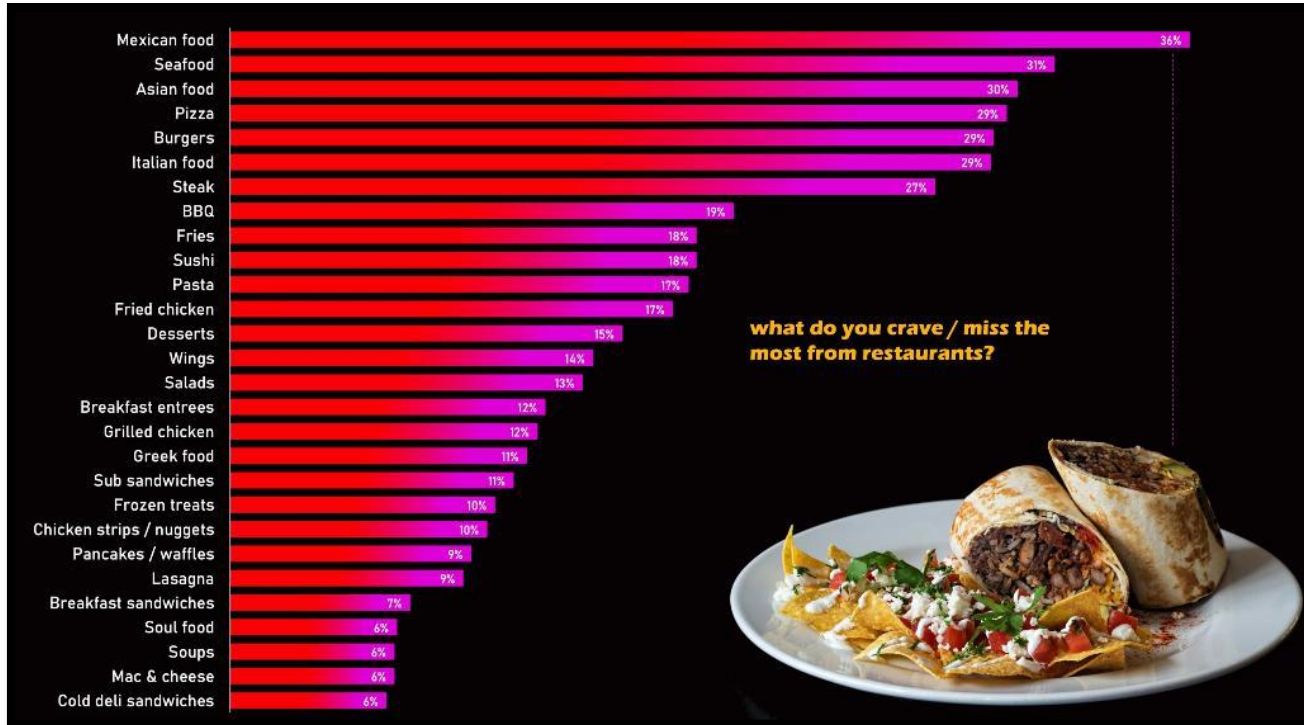




Restaurant Industry Current State: COVID-19



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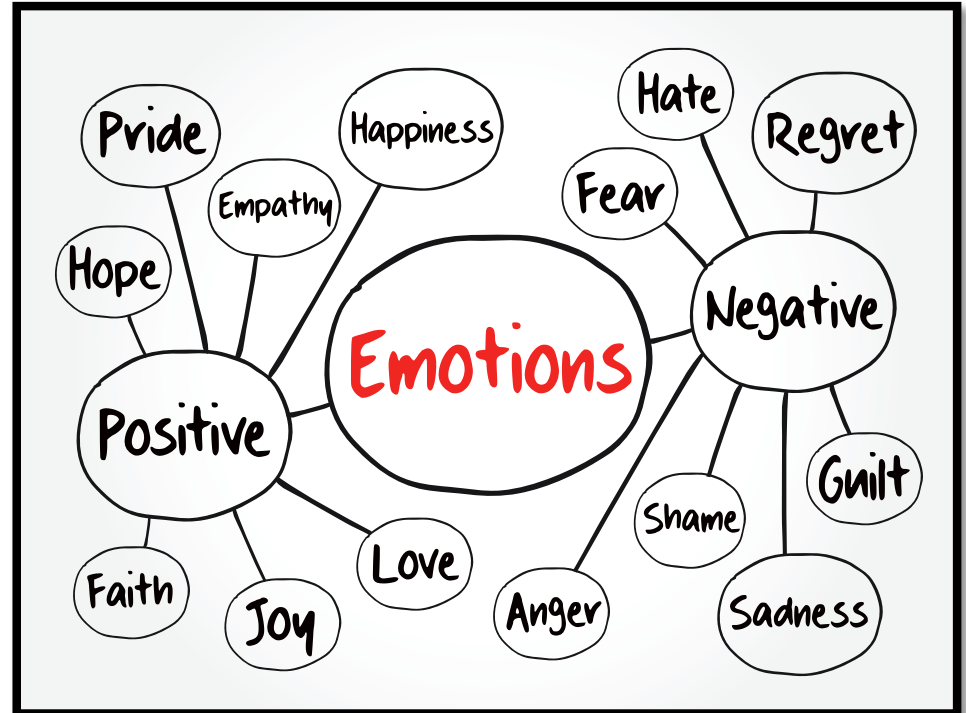


The Critical Importance of Emotional Connection



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What will drive Consumer Behavior?





The Critical Importance of Emotional Connection



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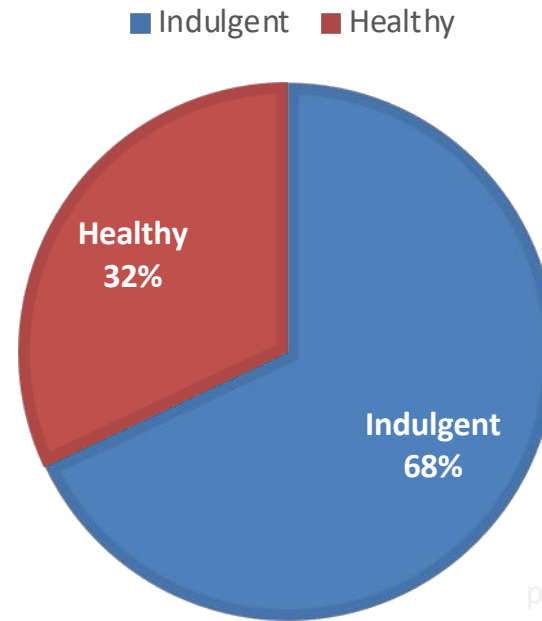
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The Critical Importance of Emotional Connection

Restaurant dining provides an important benefit to our **mental state and sense of community**

Eating at restaurants reminds me of better times	71%
Dining in restaurants will help me feel normal again	70%
Dining in restaurants will feel even more special once they reopen	70%
Dining in restaurants allows me to do my part in helping my community	63%
Milestones we normally celebrate at restaurants haven't been the same	62%
Dining in restaurants makes me feel connected to the community again	60%
My favorite restaurants feel like an extension of my home or community	53%
Eating at restaurants is a big part of how I socialize	51%
I've missed dining in more than other things that've closed during CV19	50%
I've been ordering from restaurants as an escape / treat	50%



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 Best and Not So Best, in Class Industry Examples





How can we prepare for the next Macro Event?



“It is not the strongest of the species that survives, nor the most intelligent, but the one most adaptable to change.”

– Leon C. Megginson

Summary

- Customer's will behave EMOTIONALLY, this is an opportunity
- The court of public opinion will remember how your organization behaved during the crisis
- This will not be the first MACRO event that changes the entire business landscape
- Prepare your organization AND your CX to be agile, changeable, easy to move to where the business is

Summary





Questions, Answers, Discussion

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QUESTION?



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