The power of knowing your customer

"

For catering companies looking to fully understand their clients, maximise the service they provide and gain an edge on their competitors, it's important to make the most of the customer data they have at hand.

"

The power of knowing your customer

In a challenging market, it's difficult to stay ahead of the competition.

For catering companies looking to fully understand their clients, maximise the service they provide and gain an edge on their competitors, it's important to make the most of the customer data they have at hand.

Tackling mistakes

Typically, the catering industry operates across a stream of manual systems – with orders taken via email, paper and calls – which not only opens up the possibility of error, but also means that customer data is not captured or stored in a meaningful way.

Without making full use of this information, unexpectedly busy days can create huge issues for caterers. And this scattergun approach creates further problems– from a lack of visibility on future customer orders to logistical, timing issues and misjudged stock levels wreaking havoc in the kitchen.

Not to mention the financial trouble caused by little to no confirmation of order details.

This, in turn, has a knock-on effect on efficiency, process and marketing.

Single platform solution

To overturn these issues, we must look to a different way of managing this information.

With a single platform digital ordering system, customers are able to order, edit and track deliveries online – providing invaluable insight to the catering company on the other side.

Companies are then able to access and retain customer preferences, repeat orders, addresses and billing information all in one place – helping them to understand the demands and expectation of their client base, manage regular orders and plan accordingly for future challenges.

With 'predicted' orders able to be planned for, resource can be managed more effectively – reducing food waste, strain on staff and overall costs.

And through the analysis of this customer data, they'll be able also minimise the likelihood of reputational damage through error, keeping the end-to-end customer experience as simple and efficient as possible.
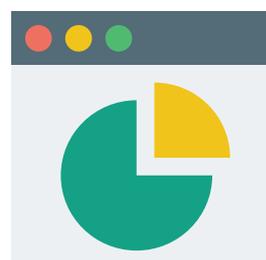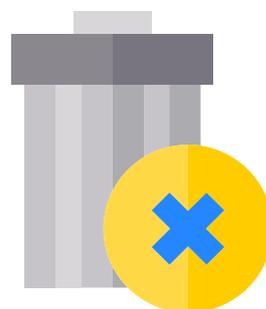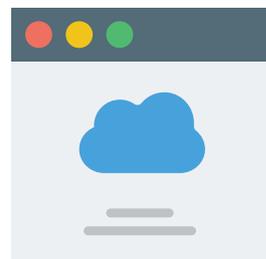
More intelligent solutions

Thinking in a more intelligent way about how they store and manage customer data will also empower catering companies to automate more of their internal processes.

With this information, the management of kitchen resource, distribution time and financial process can be aligned. And by aligning demand with resource, companies will be able to make more strategic planning decisions – maximising use of their assets, from stock and premises to vehicles and staff.

And by reducing strain on employees, companies will not only experience increased staff retention – but will also free up time to invest in business development and growth.

This level of planning can spill over into route scheduling. By paying closer attention to the routes alongside their digital 'bank' of orders, corporate caterers will be able to implement prescriptive, automated route planning schedules which will help orders arrive at the right place, at the right time.

Maintaining customer loyalty

Typically, in catering companies, managers are so consumed with tasks that they can struggle to maintain sight of the 'big picture' outside of day-to-day operations.

With a data-rich, digital management approach, companies gain a more strategic oversight on the status and behaviour of their customer base – helping them to assess which customers are the most loyal, most frequent and who hasn't ordered in a while.

This knowledge will help caterers to nurture and maintain these all-important business relationships; building trust, earning loyalty and providing the best possible service to their customers.

Embracing innovation

Innovation is integral to staying ahead of your competitors.

By taking a fresh outlook, influenced by manufacturing best practices, corporate caterers can reap the benefits of improved customer service, better margins, more effectively managed resource and enhanced business profits.

Get spoonfed

Right Food, Right Place, Right Time, Always...

For more information on Spoonfed's comprehensive online catering management software application, and what it can do for your corporate catering service visit us online at:

www.getspoonfed.com

hello@getspoonfed.com UK: +44 (0) 1506 246 046 USA: +1 646 862 1674