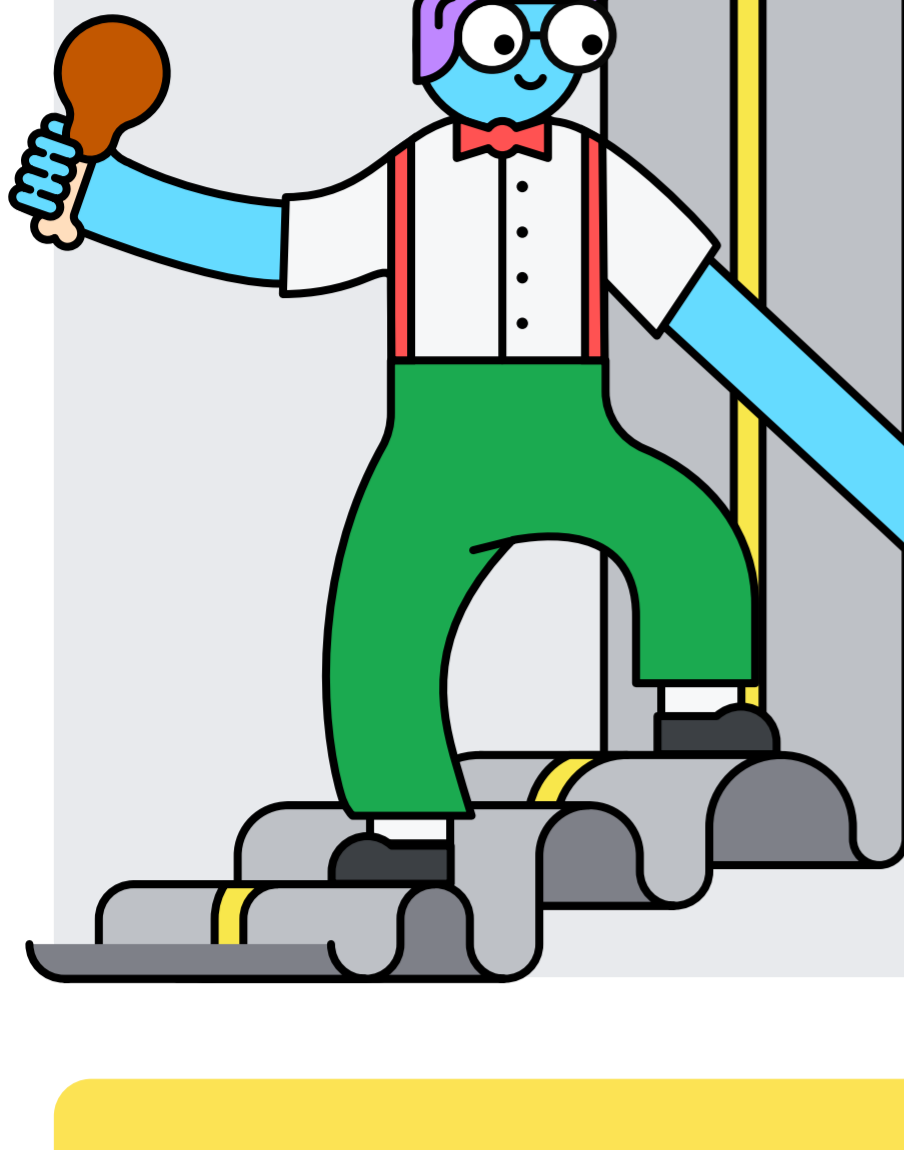


# The recipe for a successful 2022: Five ways restaurants can reset for the New Year



Anticipation for 2022 is strong, and restaurants have to be ready to capitalize on opportunities.

Trips to restaurants are increasing by 7%.<sup>1</sup>

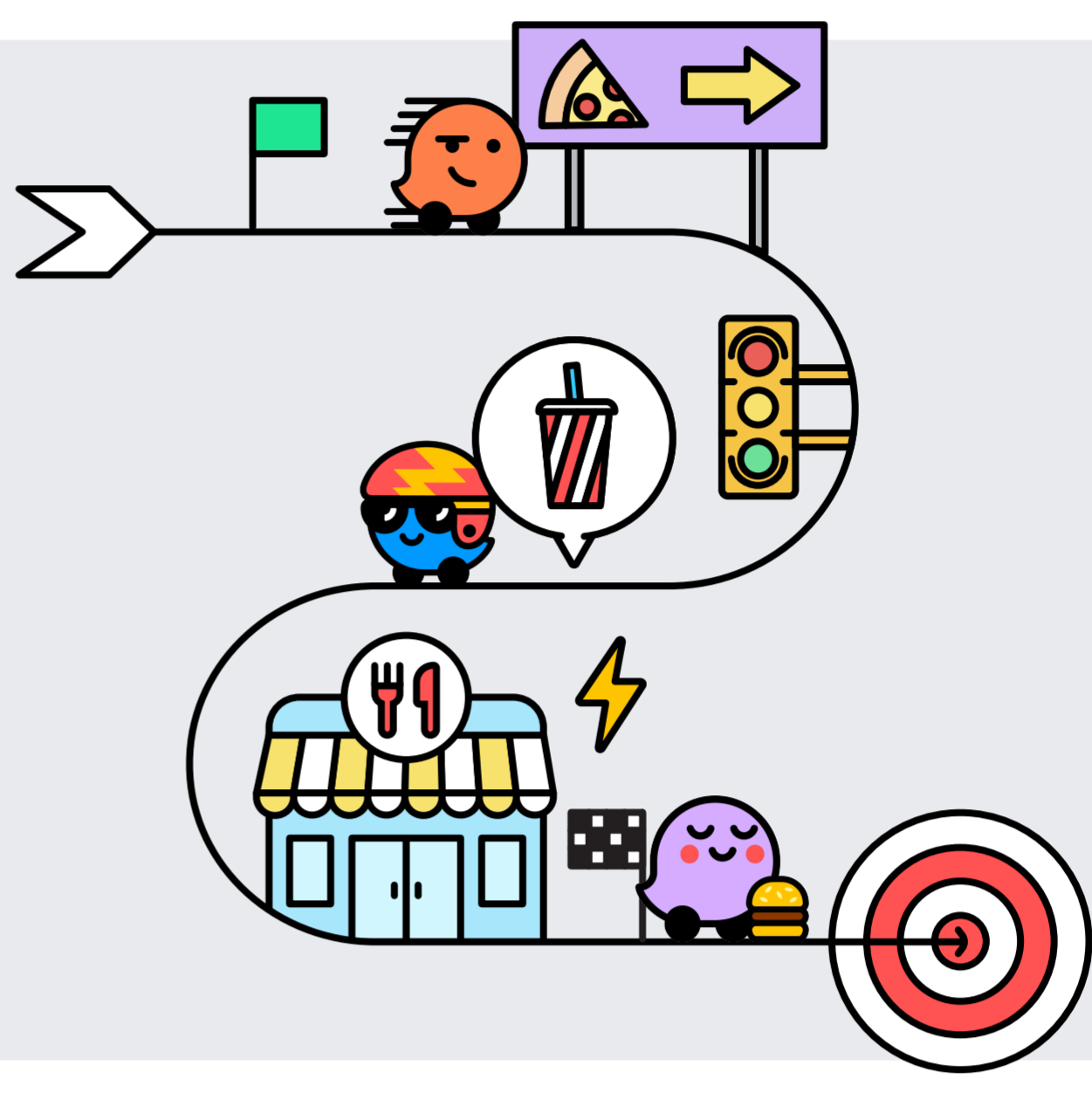
## Five New Year's Resolutions:

1

### Optimize drive-thru and curbside pickup processes

Restaurants have struggled to meet consumers' expectations for short waits and accurate orders in the drive-thru.<sup>2</sup>

Alert customers to offerings such as drive-thru and curbside pick-up using Waze Location Personality badges. One restaurant saw 55% of resulting navigations lead to in-store visits.<sup>3</sup>



### Consider nontraditional sources of staff

2

It's hard to find a restaurant that's not short-staffed these days. Between February and April 2021:



72% increase in job ads for food and beverage servers



59% increase for cooks and food preparers<sup>4</sup>


Tap into new demographics:


- Retirees who may have left the workforce before or amid the pandemic and now yearn for some camaraderie and income
- Parents who stepped out to care for kids who have since returned to school


3

### Improve conditions for valuable staff to boost retention

Front-line workers are searching for new opportunities, citing their most significant on-the-job stressors:<sup>5</sup>

 56% feel pay is too low

 52% cite a lack of opportunity for career growth

 54% say the hours are too long

Create a people-friendly environment that engages employees. ~30% of workers say that flexible hours, more breaks throughout the day, and health resources would help ease stress.<sup>6</sup>



### Invest in more targeted marketing strategies

4

When trying to market to potential diners, why not reach out to drivers who are already out and about?



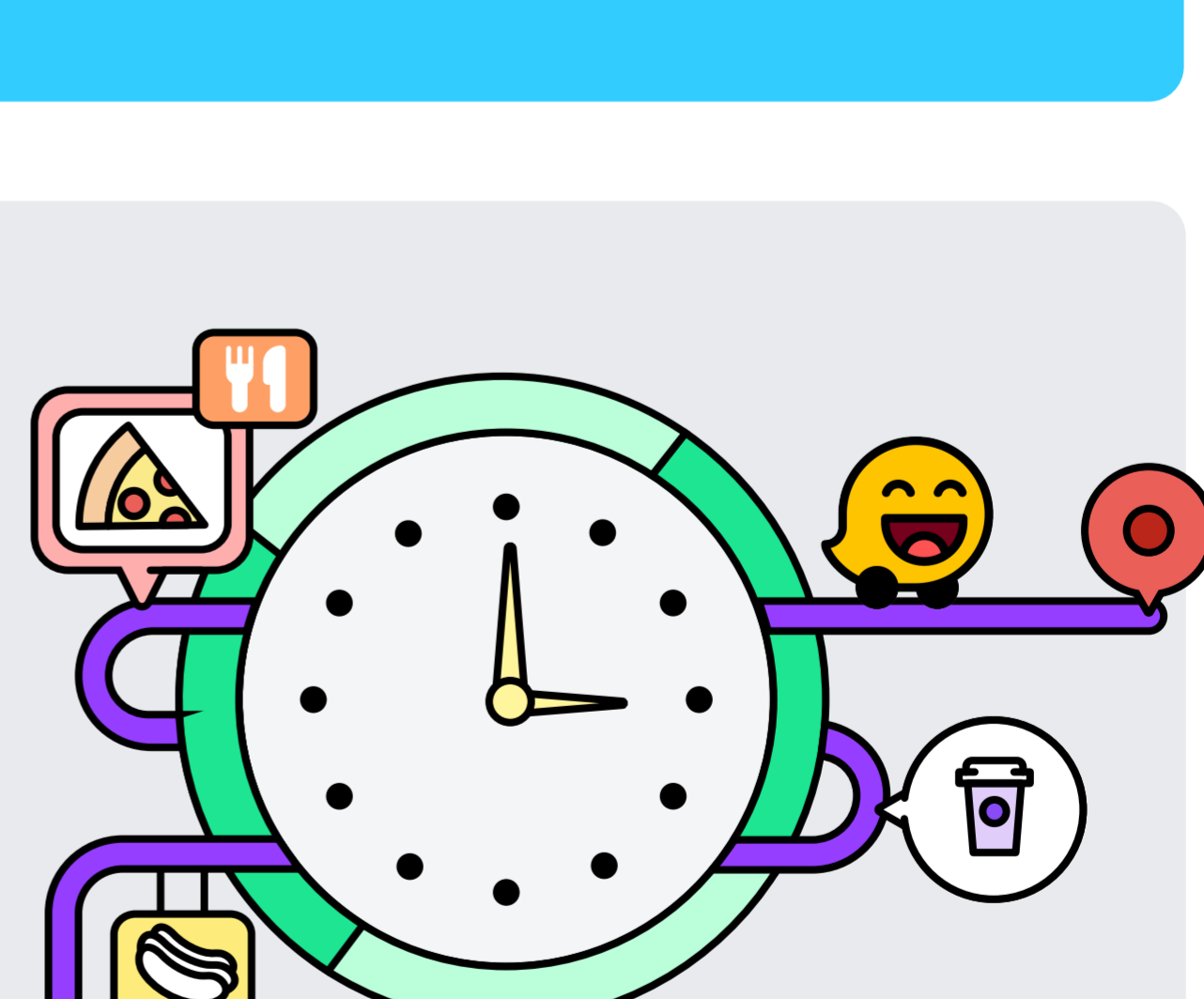
Use targeted messages designed to pique their interest. Nothing Bundt Cakes used Waze Pins and Takeovers to reposition their product offerings as an everyday reward, drawing in 90,253 guests in seven months and resulting in a 391% return on ad spend.<sup>7</sup>

5

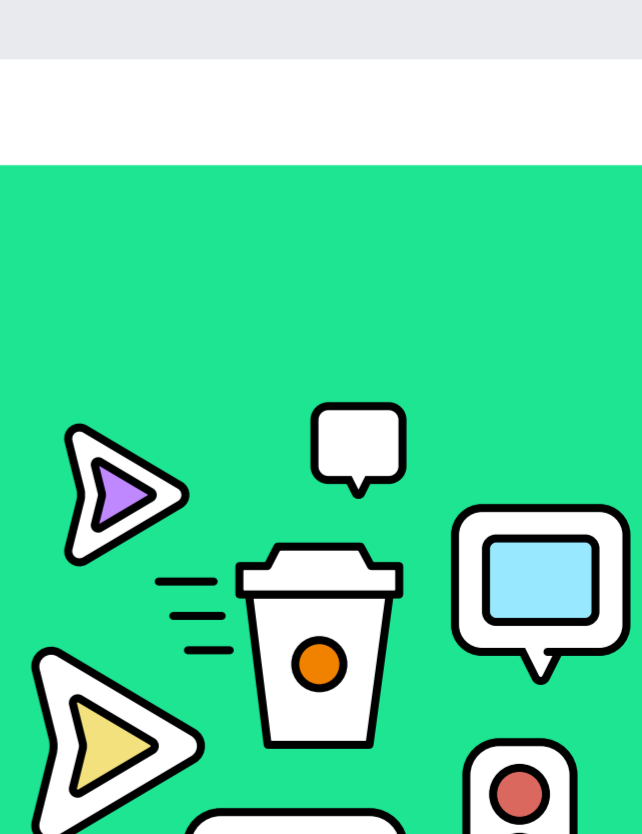
### Pivot messaging to reach new consumers

Consumers are shaking up their routines, giving restaurants access to a new group of potential diners.

Quick-service restaurants now see more navigations between 1 and 4 p.m. and 7 and 10 p.m., rather than the brands should create fresh engaging content by advertising at non-traditional hours.



Ready to cook up success in 2022? Waze advertising options like Arrows and Pins, Search, Takeover and Location Personality badges can put your location on the map.



<sup>1</sup> Waze Internal Data, October 2021.

<sup>2</sup> "It's not your imagination: Restaurant drive-thrus are slower and less accurate." CNBC, 23 September 2021, <https://www.cnbc.com/2021/09/23/its-not-your-imagination-restaurant-drive-thrus-are-slower-and-less-accurate.html>. Accessed 9 November 2021.

<sup>3</sup> "Pei Wei Connects Customers With Curbside Pickup." Waze. <https://www.waze.com/ads/article/pei-wei/>. Accessed 22 November 2021.

<sup>4</sup> "Labor Shortages Are Making a Comeback." The Conference Board. <https://www.conference-board.org/topics/labor-shortages/labor-shortages-comeback>. Accessed 9 November 2021.

<sup>5</sup> "Facing compounding stressors, many American workers plan to change jobs in the coming year." American Psychological Association, 4 October 2021, <https://www.apa.org/news/press/releases/2021/10/compounding-stressors-change-jobs>. Accessed 9 November 2021.

<sup>6</sup> Ibid.

<sup>7</sup> "Enticing drivers for an impulse treat." Waze, <https://www.waze.com/ads/article/nothing-bundt-cakes/>. Accessed 9 November 2021.

<sup>8</sup> Waze Internal Data, 2021.