interactions

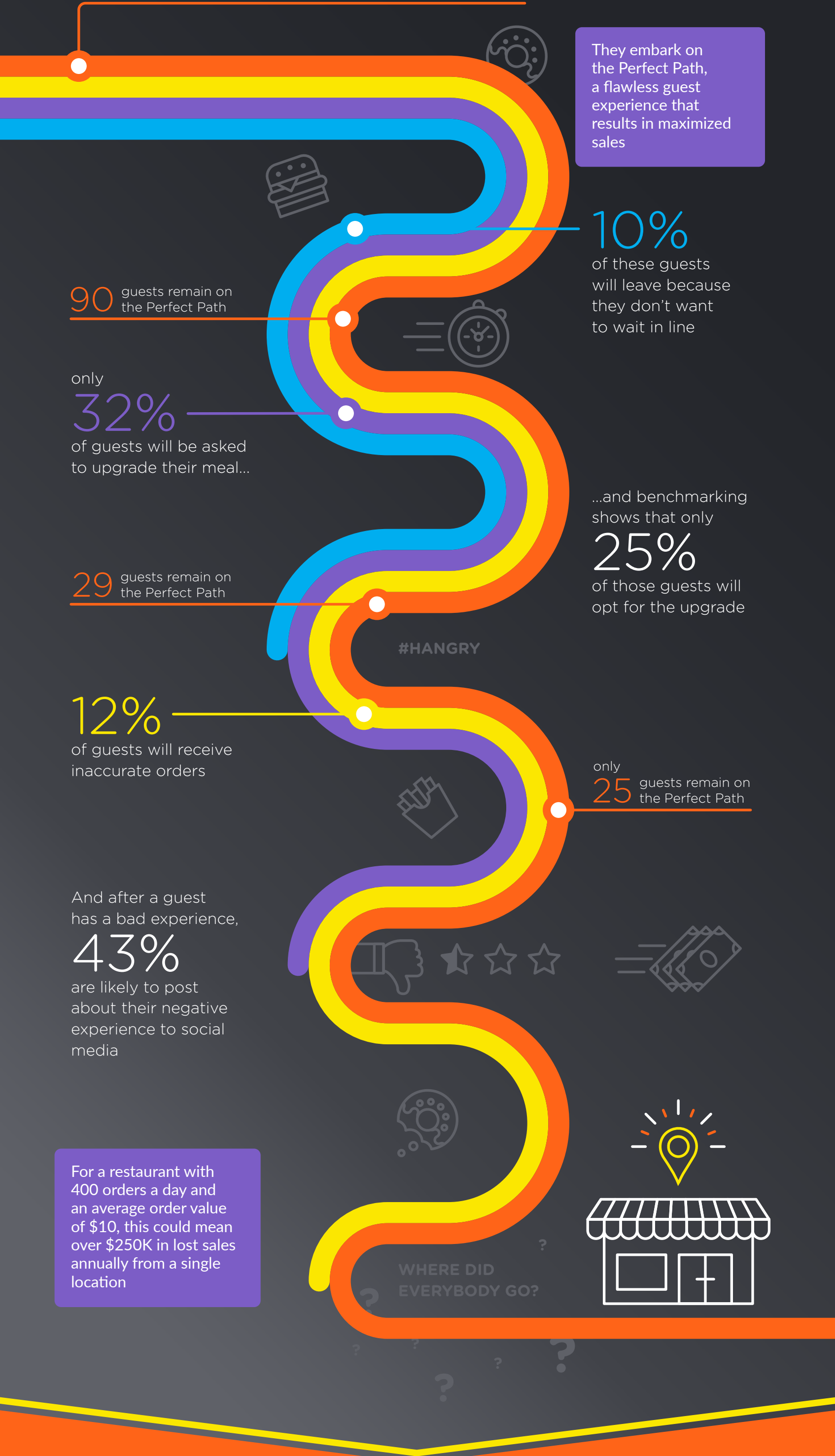# Are you leaving money on the table?

Let's say **100** guests are ready to order lunch at your restaurant at the busiest time of the day

They embark on the Perfect Path, a flawless guest experience that results in maximized sales

10% of these guests will leave because they don't want to wait in line

90 guests remain on the Perfect Path

only **32%** of guests will be asked to upgrade their meal...

...and benchmarking shows that only **25%** of those guests will opt for the upgrade

29 guests remain on the Perfect Path

#HANGRY

12% of guests will receive inaccurate orders

only **25** guests remain on the Perfect Path

And after a guest has a bad experience, **43%** are likely to post about their negative experience to social media

For a restaurant with 400 orders a day and an average order value of $10, this could mean over $250K in lost sales annually from a single location

WHERE DID EVERYBODY GO?

35 positive reviews have been lost

75 guests have abandoned the Perfect Path

Don't leave money on the table—common inefficiencies can result in **millions of dollars** in lost sales per year

Technologies like Conversational AI help restaurants reduce wait times, which will in turn increase your order capacity

Interactions **Guest Experience Platform** will differentiate your restaurant while increasing sales and maximizing operational efficiency

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www.interactions.com/restaurants