



TGI DIGITAL

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First, a small video on our journey

https://www.dropbox.com/s/6vi5fyfk8z6nhs1/FridaysFrictionlessGuestExperience_FINAL.mov?dl=0

IN HERE, IT'S ALWAYS FRIDAY



- More than 50 years in operation – 1st store in Manhattan in 1965
- Over 950 Restaurants across 60+ countries
- 490+ Restaurants in the U.S.
- 90% franchised
- Almost 500,000 Guests served each day

FOUNDATION BASED UPON CORE BRAND VALUES



SOCIAL

We are social at our core, a spark for connection and celebration. We bring people together.



EXCELLENCE

We are comfortable in our unique skin; we consistently serve up craveable food, signature Fridays drinks and shareable experiences that create memories.



FUN

Every day at Fridays promises to deliver a “Friday” experience. Our fun vibe helps free our Guests from the everyday worries of life



INNOVATIVE

Our constantly evolving mindset allows us to anticipate the changing needs of the Guests we serve. We have “surprise and delight” in our DNA and are not content with the norm or the ordinary.



COMMUNITY

Far more than a restaurant, we are dedicated to bettering the lives of our Fridays family and the communities that we serve.

OUR CHALLENGE – COMPETING FOR SHARE OF MIND, NOT JUST STOMACH!



OUR FOCUS MUST SHIFT TO CONNECTING TO
GUESTS WHEN AND WHERE THEY CHOOSE

GENERATION FLUX

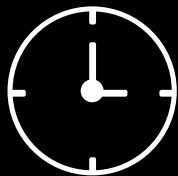


VISION : HOW WE'LL WIN

Create and deliver a frictionless guest experience, in-store and off-premise, enabled by technology



Recognize and
Engage
the individual
customer



Save and
respect
their time



Reward their
loyalty in
ways that are
fun and easy



Treat them
like a
FRIDAYS
Insider

OPPORTUNITY

With Casual Dining at \$96B, <8% of the US restaurant industry, Fridays' opportunity for disruptive growth will come from winning share in the \$800B market beyond this defined category.

This requires a shift in perspective and strategy....

FROM

- Market share, casual dining (\$96B)
- Driven by promotion
- Best casual dining experience



TO

- Share of requirement (\$800B)
- Driven by customer opportunity/need
- Best option, most often

DIFFERENTIATION THROUGH EXPERIENCE

What customers want, above all else, is to be recognized and treated as an individual

Expect seamless navigation between mobile, desktop and restaurant experiences

Want a highly personalized mobile experience

Expect loyalty to be rewarded with relevant information, experiences, and deals

Want feedback to be easy, and response apparent

DATA



TECH



CONTENT



BEST IN CLASS EXAMPLES

DATA 



Buy it again



Inka Crops Inka Crops...

★★★★★ 382

\$23.99 ✓prime

Add to Cart

Frequently bought together



Total price: \$29.48

Add both to Cart

Add both to List

Customers who bought this item also bought



Inka Crops Inka Crops

Roasted Plantains, 4-

Ounce bags (Pack of 12)

★★★★★ 382

\$23.99 ✓prime



Artisan Tropic Plantain

Strips, Sea Salt, Cooked in

Sustainable Palm Oil.

Paleo Certified, 4.5 Oz...

★★★★★ 145

\$12.50 ✓prime



Inka Chips Gluten Free

Plantain Chips 3 Flavor 6

Bag Variety Bundle: (2)

Inka Chips Sweet...

★★★★★ 10

\$15.86 ✓prime



Paleo Angel Power Balls

Healthy Paleo Approved

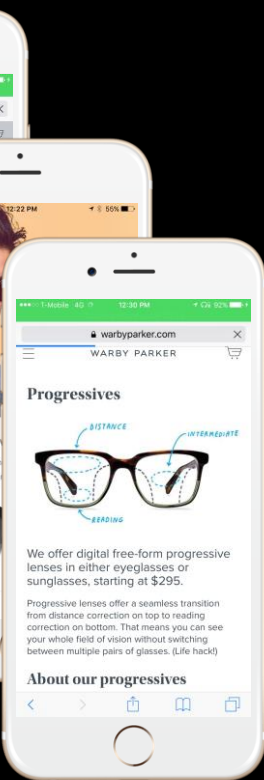
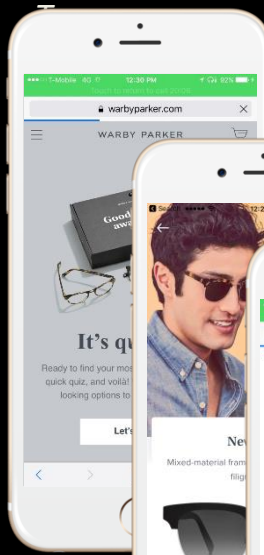
Gluten Free AIP Protein

Snack Bars (AIP variety 4...

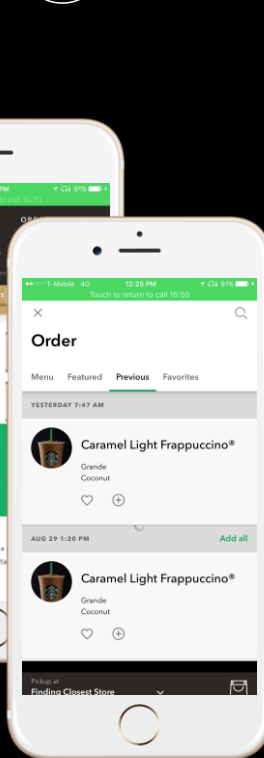
★★★★★ 145

\$16.89 ✓prime

CONTENT WARBY PARKER



FRICITIONLESS



WHAT ARE WE SOLVING FOR?

Transforming Fridays.....

FROM

TO

Limited and decentralized view of the guest



Unified and expandable view of guest

Disconnected/manual communications



Right message, right time, right channel

One size fits all online shopping capabilities



Personalized, and localized E-Commerce experience

Limited app interactions with on-premise
transactions



Integrated mobile and on-premise experiences

On and Off Premise perform as siloed channels



Omni-channel experiences

PHASE ONE

HIGHLIGHTS:



Unified Customer:

- New database tool that has 360 view of customer



Marketing Activation:

- Launch a series of integrated personalized campaigns to energize the base



E-Commerce:

- Utilize “bot” technology to expand access points and engagement



Mobile App:

- 1-click access to abandoned carts & pushes to ratings and reviews



In-Restaurant:

- Provide customers the ability to rate and review their in restaurant experience

PHASE ONE EXAMPLE

Guest engagement through multiple platform integration

500+ %

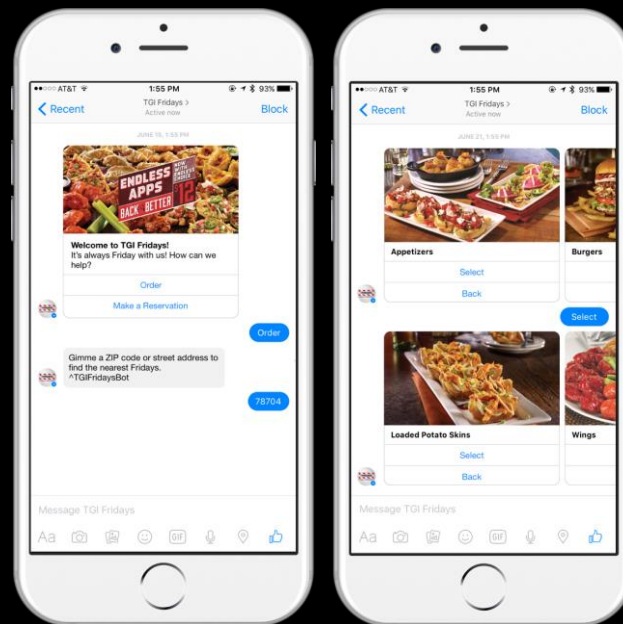
Increase in Guest
Engagement on
Social

Integration utilizing bot
technology on Facebook, Twitter,
Instagram, Alexa, ...

25+ %

Online
Revenue
Growth

Initial efforts drove significant
increases in online ordering,
reservations and in-
restaurant social engagement



PHASE TWO

HIGHLIGHTS:



Unified
Customer

Expand to
include
behavioral data



Marketing
Activation

Optimize all
marketing
campaigns with
targeted
messaging tools



E-Commerce

Launch 1-click
checkout



Mobile
App

Activate mobile
check-in



In-Restaurant

Utilize bot for re-
ordering

PHASE TWO EXAMPLE

Utilize AI to Personalize and deliver campaigns across on and off premise to increase ROI

+41%

Open
Rates

+25%

Click-
Thru
Rates

Ability to drive
Personalization at “scale”

- Finds the most effective email subject line
- Suggests the right image to show
- Optimizes channels to send message



PHASE THREE

HIGHLIGHTS:



Unified
Customer:

Grow data set
to include 3rd
party/
partnerships



Marketing
Activation:

Implement look-
a-like modeling
and testing to
maximize return
on marketing
spend



E-Commerce

Integrate video
and voice
purchasing



Mobile
App

On-premise in
meal ordering



In-Restaurant

Test in restaurant
technology

PHASE THREE EXAMPLE

Technology at the table to improve guest experience and grow revenue

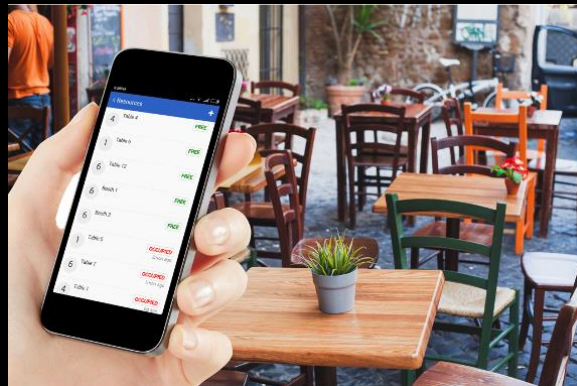
+5 %

AOV

+25 %

Addressable
Base

- Give guests control
- Improved guest experience
- Increased revenue
- Collect better data



PHASE FOUR

HIGHLIGHTS:



Unified Customer:

Grow data set to
include weather
data and media



Marketing Activation:

Behavioral
targeting and
messaging



E-Commerce

Integrate
personalization
and localization
on ordering
funnel



Mobile App

Include
gamification in
app experience,
i.e., trivia
games,
interactive bar
games



In-Restaurant

TV and bar
integration

PHASE FOUR EXAMPLE

Increase revenue during “off-peak” hours

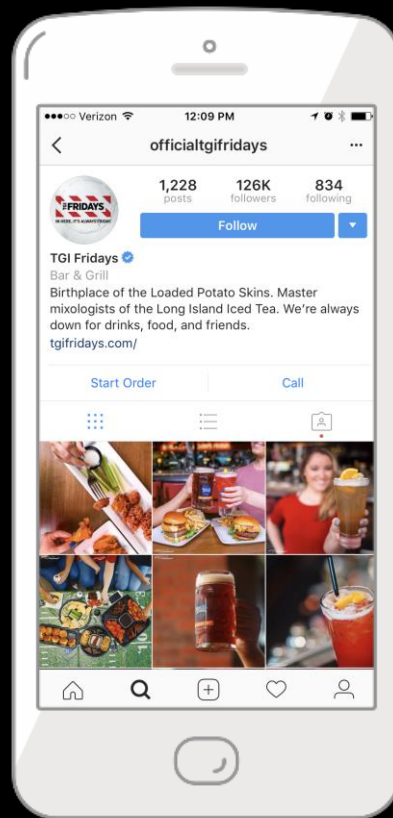
+20%

Traffic

+25%

Revenue by
Location

- Create a destination not a discount
- Gamification provides a welcome alternative to discounting
- Integrate with mobile and loyalty program across platforms



PHASE FIVE

HIGHLIGHTS:



Unified Customer:

- Use Artificial Intelligence for personalized communication



Marketing Activation:

- Enhance customer profiling



E-Commerce

- Introduce Augmented Reality to showcase menu and new products



Mobile App

- Integrate Voice and Video on App to order, check on order status, wait time



In-Restaurant

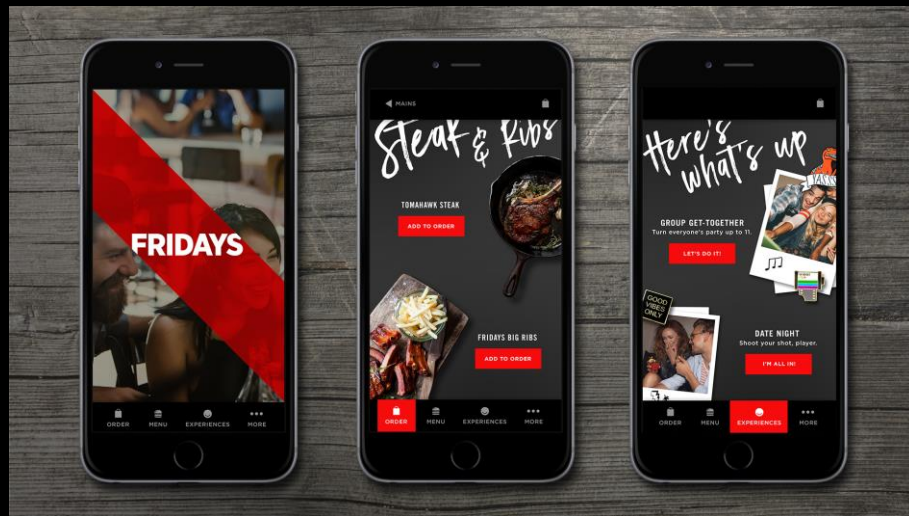
- Virtual bartender

PHASE FIVE EXAMPLE

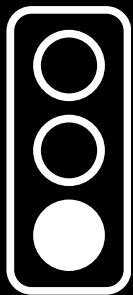
Bring the In Restaurant Experience Online



Creating specific “experiential” capabilities that allow our Guests to interact both in the physical and digital worlds inside our restaurants



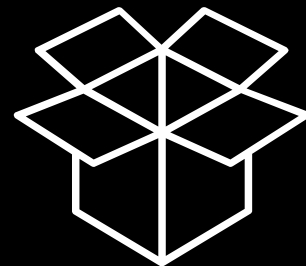
Lessons Learned (so far)



Crawl, crawl, crawl, then maybe start taking some baby steps – there is no award for speed – both you and the technology need time to “learn”



Don't be the smartest person in the room – great ideas and innovation comes from internal and external collaboration



Always start and end with the Guest/Consumer in mind – meet their needs, but also “surprise and delight” – the technology must drive ROI, not just be PR “cool”