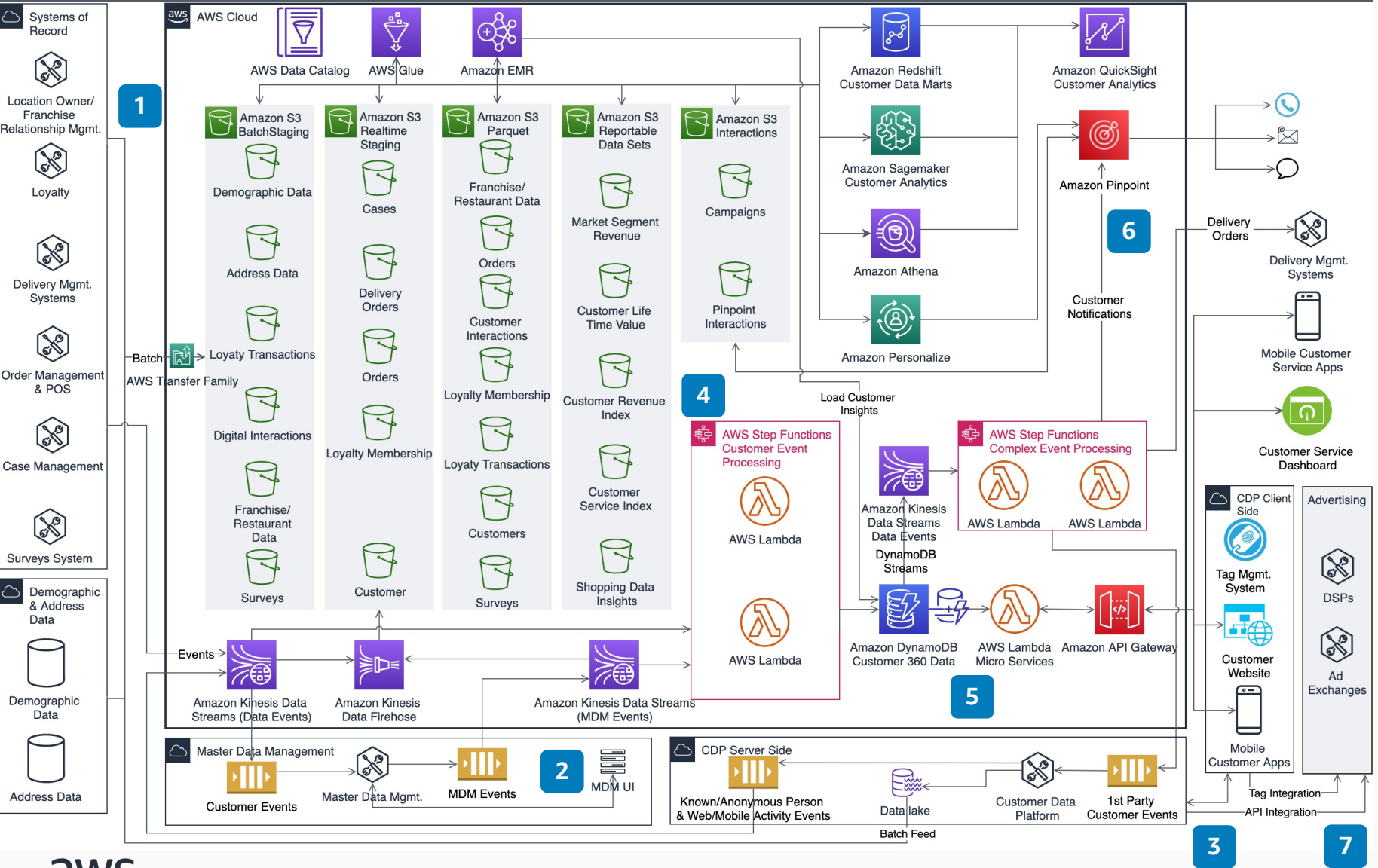


Guest 360° Data Platform for Restaurants

Personalize and improve the customer experience by identifying known and unknown guests across all channels. Utilize customer interaction activity across all channels to present offers and campaigns that deliver high Return on Investment (ROI).



Restaurant companies often rely on a single vendor solution, such as a Customer Data Platform (CDP) or Master Data Management platform (MDM), to build a guest 360° view that inadvertently leaves gaps in capability, creates data silos, and prevents the company from having a full view of their guests and activity across all channels. This reference architecture leverages the best capabilities of existing CDP and MDM systems to build a true guest 360° data platform, provide unfettered access to business users and data scientists, and operationalize guest insights by making them available as business events and services which can be easily consumed by other systems.

- 1 Build the restaurant data platform with critical data domains such as orders, loyalty, and locations.
- 2 MDM tools are used to create a unified guest profile that identifies loyalty and reward members and guests based on addressable attributes provided during purchases and registration.
- 3 Leverage CDP tag management and first party cookies to collect activity on web and mobile channels and identify anonymous users. Optionally, leverage third party cookies and mobile device IDs to augment activity. This identity can be augmented by adding first party loyalty and unified guest data to identify known and anonymous guests.
- 4 Use open standards to build the data lake using **Amazon Simple Storage Service (Amazon S3)**, **AWS Glue**, and **Amazon EMR**. All guest activity, including loyalty, purchases, marketing interactions, web and mobile interactions, and call center interactions are processed and curated in the data lake.
- 5 Use **Amazon DynamoDB** and serverless architecture to deliver microservices and events for operational data store. Guest 360° micro services and business events are used to personalize the guest offers and experience.
- 6 Insights can be derived from this data lake and used to create outbound campaigns using **Amazon Pinpoint** and **Amazon Personalize**, and inbound campaigns on web and mobile using **Amazon Personalize**.
- 7 Leverage CDP integrations with Demand Side Platforms (DSPs) and ad exchanges to create and execute customer acquisition campaigns and measure ROI.

