

Industry Insights Turned Lead Gen

Case Study: State of the Market Research

Our State of the Market reports wrap expert insight and great design around professionally executed research. Provide your target audiences with a unique thought leadership piece that positions your company at the forefront of trending topics.

This case study showcases how Fourth, a leading provider of cloud-based forecasting and cost control software for the hospitality industry, worked with the Restaurant & Food Group to build relevant research that can help validate go-to-market messaging and be a source for premium content to engage busy restaurant operators.

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Client Objectives

Fourth is a leading provider of cloud-based forecasting and cost control software for the hospitality industry. Fourth wanted to validate their go-to-market messaging and create premium content that would engage busy restaurant operators. They selected Nation's Restaurant News for their deep reach into all levels of restaurant personnel and solution-oriented products.

Our Solution

The Restaurant & Food Group at Informa Connect developed and deployed a survey covering a top of mind topic for restaurant operators – staffing issues. The survey data was delivered as proprietary research to the client for messaging support. The highly valuable data was combined with industry insight and analysis, and user-friendly design to create a premium research report. The report included audience responses to technology solutions that aligned with Fourth offerings. The Restaurant & Food Group created marketing collateral to drive decision makers in restaurant operator roles to a landing page where form questions further qualified the audience for Fourth.

Campaign Results

Fourth was presented as a valued resource to its customer base and received **250 leads** that met their qualification filters. The premium content instilled trust with the decision makers, and drove **39% of them to download additional content**.

To learn more about Fourth and their industry leading solutions, visit www.fourth.com

Staffing Concerns in Restaurant Operations
Operators face staffing challenges and say technology can help.

Primary Recruitment and Retention
These departing employees must be replaced. Unfortunately, some workers are more difficult to find than others. Back of the house workers were especially difficult to find, with 50% of respondents saying kitchen staff was the primary recruitment and retention challenge. A distant second was front of the house with 28% of operators citing those workers. Only 8% of operators said they had trouble finding other workers. Corporate jobs were relatively easy to fill, with only 4% of respondents saying they had trouble finding these workers.

The Most Challenging Areas to Recruit and Retain Job Candidates
Back of house 50%
Front of house 28%
Other 8%
Corporate/Regional 4%

Conducting New Employee Onboarding and Training
Most common method for training was Phronom, which includes shadowing and peer mentoring, mentioned by 80% of respondents. Second was computer-based, by 46%, and paper-based, by 45%. (Respondents could mention more than one method.)

Time allocated for New Employee Onboarding and Training
16% Less than 8 hours
30% 8-16 hours
50% More than 16 hours

REPORT LEADS 250
Qualified leads (25% over goal)

BINGED 39%
Downloaded 1+ related assets

To learn more about how **The Restaurant & Food Group by Informa Connect** can connect you with the largest, most qualified audience in foodservice and food retail – visit restaurant-food.informaconnect.com.