



How to Utilize Customer Data Effectively

2021

White Paper Content

- 3** Introduction
- 4** Why Tracking Customer Data is Important
- 5** The Importance of Learning About Customer Demographics
- 6-7** How to Personalize Automations Based on Buyer Personas
- 8-9** Gaining Customer Feedback and Improving Customer Reviews
- 10** Increasing Customer Loyalty
- 11** Automating Personalized Campaigns to Increase Revenue
- 12** SEO and advertising
- 13** Integrating automations
- 14** Utilizing customer data as a win/win
- 15** Concluding Statistics



Introduction

In April of 2020, 1,000 American adults were asked about which activities that provided the most joy were ripped away from their routines. Number 1? Dining out, at 81%. When asked what they would do first once they could, restaurants topped all activities at 81%.

Now that guests are beginning to visit restaurants again, the competition has gotten tighter. According to the National Restaurant Association, approximately 100,000 restaurants closed six months into the pandemic.

Since March of 2020, 67% of restaurant operators have added curbside takeout, 27% have added third-party delivery, and 17% have added in-house delivery.

With all of these changes, restaurant operators must understand who their customers are, what they want, and how to win them back into their locations.

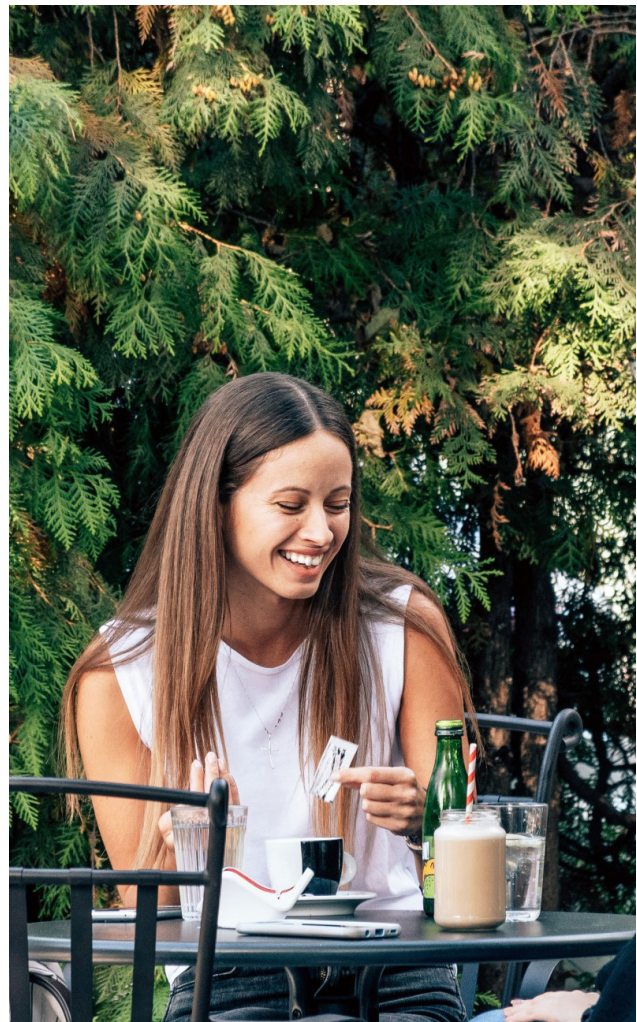
Automating, personalizing, and receiving a return on marketing investment is a top priority for many restaurant professionals. Using data is no longer a choice. It's a necessity. Reaching target customers where they are 24/7 is more crucial than ever. Increasing positive reviews, improving loyalty rates, and winning customers back are all critical in 2021.

Sources: <https://www.restaurantdive.com/news/7-months-later-where-the-restaurant-industry-stands/586860/>, <https://www.qsr magazine.com/consumer-trends/restaurants-2021-240-billion-sales-gone-yet-hope-emerges>, <https://restaurant.org/news/pressroom/press-releases/100000-restaurants-closed-six-months-into-pandemic>

Why Tracking Customer Data is Important

There are three primary reasons why it's important for restaurants to track their customer data.

1. **Customer behavior:** Data touchpoints help food and beverage professionals understand how customers behave within their locations.
2. **Buyer personas:** Using data will uncover guest demographics such as age, gender, postal code, and more.
3. **Marketing:** When used effectively, data can improve the overall guest experience.



The Importance of Learning About Customer Demographics

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74%

Of millennials say that they order takeout or delivery throughout the week.
- NRA Online Study



Demographics allow restaurant professionals to understand how customers behave and what motivates them to make purchases. With Bloom Intelligence, restaurants are able to track length of stays, loyalty rates, churn rates, and much more.

Being able to measure demographics allows restaurant professionals to identify their target markets. Like many forms of data, however, demographics do not always tell the whole story. It's

important to put other variables into consideration when reviewing demographical data. Additional variables include time (time of day, holidays, etc.) and external events.

Bloom Intelligence allows restaurants to track age, gender, postal codes, and birthdates whenever someone logs into WiFi. Traffic behavior, however, is tracked without WiFi logins. Many restaurants use this data to create targeted automated campaigns with high conversion rates.

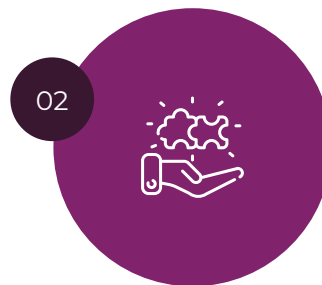
How to Personalize Automated Campaigns Based on Buyer Personas

Put yourself in your customer's shoes. How do they feel their loyalty is rewarded?



WiFi landing page

Customer provides email and demographical data in order to log into WiFi.



Automated campaign

Customer receives a targeted and personalized automated message with an offer to return.

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As consumers' interest in 'noise' decreases and their need for individualized, meaningful experiences increases, brands will need to continue to expand on the creation of personalized interactions, data-driven storytelling, and an omni-channel approach to build strong, positive relationships with their customers. Amidst all the data, however, brands must be mindful of one key message: Your customers are human beings. Be sure to treat them that way.

**Susan Baroncini-Moe,
Marketing Coach**

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Increased loyalty

Customer is satisfied with their personalized experience and is more likely to return.

04



Improved profits

Customer is more likely to spend more at a location that rewards their loyalty.

Gaining Customer Feedback & Improving Reviews

A restaurant WiFi login page can ask for customer feedback at the login screen and through automated emails or text messages.

For example, if a customer has had a negative experience, an automated follow-up email from management can ask for additional information to make the experience better. Some automated negative feedback campaigns include offers, such as a free drink or cookie to win business back. If a customer has had a positive experience, an automated follow-up email can provide a link to a popular review site like Yelp or TripAdvisor.



Asking for customer feedback is essential. It's more important to constructively act on the feedback received.

Even if customers provide negative feedback, it's crucial to show to them (and online communities) that management listens, aligns, understands, and improves.

” My advice is to answer every customer, in every channel, every time. This is different from how most businesses interact with customers, especially online, which is to answer some complaints, in some channels, some of the time. - Jay Baer, Author

The more positive reviews a brand accumulates, the easier it is for customers to find them on Google. Additionally, brands with positive reviews attract more customers.



Send one-time
offer to **win their
business back**

**Respond to
negative feedback**
before guests can
leave reviews.

Send happy customers
to review sites to **get more
positive reviews.**

Increasing Customer Loyalty

“The purpose of a business is to create a customer who creates customers.”

- Shiv Singh, Fortune 500 Advisor



According to Clickz, success rate of selling to an existing customer is 60-70%, while the success rate of selling to a new customer is 5-20%. Loyalty programs can increase loyalty rates significantly.

Many brands use Bloom Intelligence to acquire profiles about customers, like genders,

age, postal codes, and more. Then, they are able to provide personalized and automated customer loyalty offers.

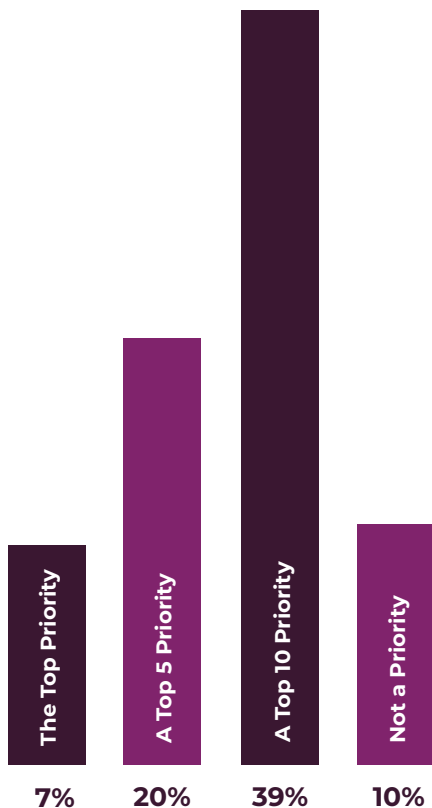
The best loyalty offers have the highest ROI. For example, a free cup of coffee, soda, cookie, or chips and queso.

Sources: <https://www.clickz.com/are-ecommerce-customer-retention-strategies-improving/105454/>, <https://www.mckinsey.com/featured-insights/future-of-work/retraining-and-reskilling-workers-in-the-age-of-automation#>, <https://www.thinkautomation.com/automation-advice/the-global-process-automation-market-statistics-you-need-to-know/>

Automating Personalized Campaigns to Increase Revenue

“The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.”

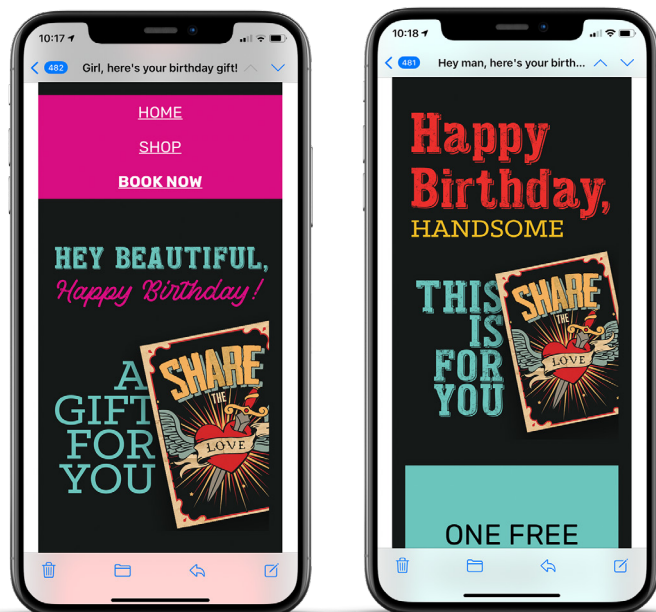
- Peter F. Drucker, Author



How important is addressing potential skills gaps related to automation and/or digitization within your organization's workforce?

Did you know that highly automated companies are 6x more likely to receive a revenue growth over over 15%?

Automating and personalizing marketing campaigns based on customer behavior enables restaurant brands to save time on marketing resources while delivering, on average, a larger return on their marketing.



SEO & Advertising

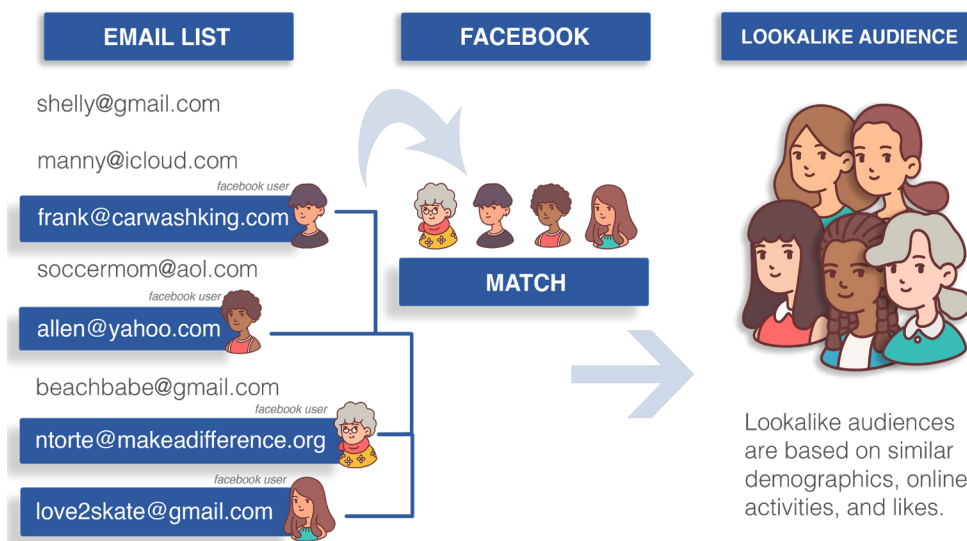
According to BrightEdge, SEO drives 1,000% more traffic than organic social media.

Data and SEO & Advertising

It's very difficult to create successful SEO and advertising campaigns without starting with data acquisition.

The more reviews a brand accumulates, the easier it is for that brand to gain increased search engine rankings. Automating the review process is a must.

Additionally, emails generated from WiFi landing pages are extremely valuable. These email lists can get uploaded into Facebook or Google to create "Facebook Lookalike" or "Google Similar" audiences. This allows brands to easily reach similar demographics and usually create a better return on marketing investment.



Sources: https://videos.brightedge.com/research-report/BrightEdge_ChannelReport2019_



Better Together: Integrating Automations

By utilizing Zapier, brands are able to connect Bloom Intelligence with other third party applications.

For example, many restaurant professionals use their WiFi landing pages to acquire phone number data before users log into WiFi.

Using Zapier, they are able to

integrate phone number data with third party text message marketing platforms.

That way, when users log into WiFi, they can automatically receive a text message verifying that they would like to receive offers and news from the restaurant that they visited.

Utilizing Customer Data as a **Win/Win**

Loyal customers are 5x more likely to purchase again and 4x more likely to refer a friend to the company.



Success

Did you know that customer-centric companies are 60% more profitable than other companies?

Restaurant marketing professionals should put themselves in the consumers' shoes when asking for their data.

The main question to ask is what's in it for them?

Running stuffy ads that don't provide a clear benefit to the consumer no longer works well.

Provide value to customers, and customers will provide value to the restaurant brand.

Concluding Statistics



Almost 8 out of 10 companies with above-average customer experience perform better than their competitors.

90%

of global executives who use data analytics report that they improved their ability to deliver a great customer experience.

Customers switching companies due to poor service costs US companies a total of \$1.6 trillion.

\$1.6 Trillion

Companies that earn \$1 billion a year will see an average gain of \$700 million within three years of investing in customer experience.

\$700 million

Sources: <https://experiencematters.blog/2018/04/10/report-state-cx-management-2018/>, <https://medium.com/inside-the-salesforce-ecosystem/the-importance-of-data-for-superior-customer-experience-and-business-success-e3c54e43ebcf>, <https://www.accenture.com/us-en/about/strategy-index>, <https://www.qualtrics.com/xm-institute/roi-of-customer-experience-2018/>