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customer comms

Enhance the dining experience
Improve customer service
Streamline operations

Experience

CRM through a single view of the customer. Collating and organising data from all touch points. Helping you track where, when and how a guest uses your brand, which is crucial to offering a personalised experience.

Customer data management also improves business operations, with analysis and reports - so you can make data backed decisions.

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Features

Customer Database Management
Collect customer information, including contact details, preferences, special occasions, dietary needs, and visit history. Loyalty Programs, track and reward customer loyalty with points, discounts, or special offers based on their dining frequency and spending.

Order and Payment Integration
Maintain records of past orders, favourite dishes, and special requests. Integrate with the point of sale system to track orders, payments, and customer spending patterns.

Marketing and Promotions
Send personalised and relevant promotions to specific customer segments, e.g. don't advertise the new meat dish to vegetarians .

Customer Feedback and Surveys
Capture customer feedback through surveys, online reviews, or direct feedback, helping to improve experiences.

Analytics and Reporting
Gain customer insight through analysing dining patterns, average spend, and most popular menu items. Track and report daily sales, peak dining times, and the effectiveness of promotions and marketing campaigns.

Personalisation and Special Services
Use customers data to personalise their experience, such as recommending favourite dishes, acknowledging special occasions, or having the table prepared for their arrival.

Security and Compliance
Protect customer data through encryption and secure data practices. Ensure compliance with local laws regarding data privacy and food safety.

Benefits of implementing a CRM system

Comprehensive Customer Insights
Data Centralisation: A CRM system consolidates all customer interactions and data in one place, providing a 360-degree view of each customer. This holistic view helps in understanding customer needs, preferences, and behaviours, which can inform service improvements and marketing strategies.

Increased Operational Efficiency
Access to detailed reports and analytics on customer behaviour, sales patterns, and marketing campaign performance allows restaurant managers to make data-informed decisions that can improve overall efficiency and profitability.

Increased customer loyalty and retention
Manage loyalty programs efficiently, rewarding frequent customers and encouraging repeat business. This can include points systems, discounts, or exclusive offers. By leveraging customer data, restaurants can create targeted marketing campaigns, such as birthday discounts or anniversary offers, to encourage repeat visits.

Improved Customer Feedback and Satisfaction
Gather customer feedback through surveys, online reviews, or direct comments, which is valuable for identifying areas for improvement and responding to customer concerns.
Improve your reputation and address any issues that arise, enhancing customer trust and loyalty.

Enhanced customer experience
Offer a personalised service by tracking preferences, dietary needs, and special occasions so customers feel valued. Based on customer preferences, have targeted and personalised communication about promotions, tailored to customers' interests, Increasing the effectiveness of marketing, reaching the right audience with the right message.

Enhanced Sales and Revenue
With insights into customer preferences, team can make personalised recommendations for upselling or cross-selling. Personalised promotions and targeted offers can encourage customers to try new menu items or add extra courses, increasing the average spend per visit.

Scalability and Growth Support
Consistent Customer Experience Across Locations, Customer comms ensures that customer data is shared across all venues, providing a consistent experience across all locations.

Compliance and Data Security
Customer comms ensures that data is stored securely and managed in compliance with data protection regulations, protecting both the business and its customers.

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