

Amperity & Fast-Casual Dining Brand



CASE STUDY

Amperity helps fast-casual dining brand unlock unknown audiences and serve up great guest experiences

About the Company

With more than 800 restaurants in 60 countries around the world, the brand is recognized as a top chain and franchise owner. Seen as an innovator in using technology to serve its customers, this brand is leading the way in customer-centric experiences.

The Challenge

The brand wanted to engage all their guests, not just the loyalty program members, to deliver with breakthrough customer experiences to all their guests that stand apart their brand from the competition. They also wanted to identify their most valuable customers and continue to grow these relationships using targeted offers.

Fragmented Data:

Their customer data was splintered across their loyalty database, in-restaurant transactions, online orders, survey results, mobile app, and reservation data. This meant that most of it was impossible to analyze and it was unusable for both marketing and customer service purposes.

Limited Data for Non-Loyalty Members:

A large portion of the customer data was in the form of credit card swipes from their restaurants. The majority of these in-restaurant customers were not in the brand's loyalty program, so their transactions only supplied the brand with a fragment of information about them. This made it impossible to know who and how valuable these customers were, and prevented the brand from marketing to them in any channel.

The Solution

Data Foundation:

The brand partnered with Amperity as their end-to-end Customer Data Management Platform. With Amperity they now have a flexible system that can make full use of the hundreds of millions of customer interactions that the brand had siloed throughout its organization.





Together all of this brings state-of-the-art personalization built on complete, accurate data direct to the brand's marketing team for activation.

20%

Percentage of previously anonymous customers identified

50%

Lift generated by tiered AOV segmentation

Amperity unifies their first-party data from point-of-sale systems, social media interactions, credit card transactions, and mobile device orders, then uses artificial intelligence to find the hidden connections in the data. This unlocks a comprehensive view of both loyalty and non-loyalty customers.

Insight and Predictions:

Next the platform integrates critical insights and predictions about customer behavior to identify high-value segments and highlight key opportunities to individualize experiences. Together all of this brings state-of-the-art personalization built on complete, accurate data direct to the brand's marketing team for activation.

The Results

Data Democratization & Insights:

Through its patented approach to identity resolution, Amperity enabled the brand to identify an incremental 20% of previously anonymous customers and use insights-driven personas and preferences to deliver personalized experiences to these guests and millions of others via automated campaigns. For example, dining preferences (happy hour diners, those with a sweet tooth), other guests at the table (co-workers, kids), and customer lifecycle attributes were combined to create custom personas and then layered with predictions for menu items each guest might like to try next, resulting in the breakthrough customer experiences the brand wanted to provide. These allowed the brand to build highly targeted segments for lifecycle marketing campaigns and made the marketing team's jobs easier and more effective.

Improved Segmentation:

Due to the new ability to segment customers at scale, the brand was able to test and iterate quickly. Amperity identified and activated a segment of customers who had signed up for the loyalty program but had not yet dined in or ordered online, resulting in more than 50% incremental lift in conversions compared to previous sends. And in a campaign designed to grow average order value, Amperity enabled tiered segmentation of average order value (AOV) that also generated a 50% lift.

With these results as a starting point, the brand is building automated marketing streams through Amperity for integration into their lifecycle and loyalty communications.

Amperity &

Amperity helps brands to know their customers, make strategic decisions, and take the right actions to serve individuals and grow their businesses.

The Amperity Customer Data Platform provides next-generation customer data management, freeing technical teams from endless integrations and delivering a comprehensive Customer 360 in less than 90 days. Point-and-click segmentation, predictive analytics, and integrations everywhere let brands personalize every customer experience, build long-term loyalty, and drive growth.

To learn more about Amperity, visit amperity.com or check out our [blog](#) for more tactics, tips, and techniques for unlocking your customer data and bringing personalization to life at your brand.

