PUNCHH BEST PRACTICES

3 Data Practices for Building Customer Engagement

Delivering business results in today's environment has become extremely difficult. Brands have been working to meet customers' needs across new omnichannel operations and omnichannel marketing touchpoints during very challenging and unanticipated circumstances. To keep moving forward brands will need to evolve the guest experience by leveraging customer connections and customer data now and during the recovery and reentry phases.

Create Connections

While driving business through your marketing channels is critical for your brand, it's also important to engage customers outside of the buying cycle. Engaging customers through more digital touchpoints helps create additional opportunities for interaction and learning, while also allowing you to gather additional data. Capitalize while customers have more time to spend on their mobile devices and are interested in more ways to use them:

In app:

- Entertain customers with games
- Emphasize the ease of online ordering
- Encourage reviews & feedback

On social:

- Create interactive surveys & quizzes
- Demonstrate community involvement
- Offer how-to-videos & share recipes

Keeping a pulse on customer sentiment especially as it shifts during the reopening phase of your business will provide important metrics regarding satisfaction to guide your efforts.

> **Engaging customers through more digital touchpoints helps create additional opportunities.**

Drive Multidimensional Segmentation

Brands need to stretch their marketing resources and do more with less. To boost campaign results marketers should begin developing an understanding of behavioral characteristics and transactional analytics to construct micro-customer segments based on:

- Order size & menu preferences
- Visit frequency
- Customer lifetime value

Leveraging data will help brands keep pace with delivering a relevant customer experience as it evolves into the new normal.

Deliver Personalization Through Campaigns

Brands have begun taking a more omnichannel marketing approach to address customers' needs during the pandemic. Further building upon these efforts to capture every engagement touchpoint will yield a more holistic view of your brand's customers. You can then move beyond a one-size-fits-all marketing approach and deliver valuable personalization:

- With real-time incentives
- Through tailored marketing messages
- Over customers' preferred devices & channels

Breaking through the clutter will be a priority moving forward and brands that can deliver personalization are setting the stage for success.