

PUNCHH BEST PRACTICES

Build Loyalty for Better Positioning During Reopening

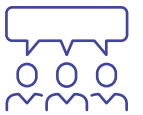
As some states are beginning to lift their stay-at-home mandates and dine-in restrictions, others have only begun to outline their phased approach to business re-openings or have yet to announce any timelines at all. So while we are still dealing with uncertainty, one thing brands should remain focused on is delivering a meaningful customer experience to build loyalty among their guests.



Incentivize Repeat Business

Customers may be looking for deals right now and be tempted to try something new or less expensive. Brands need to treat loyalty as a dynamic interaction and keep giving customers a reason to come back. A loyalty program offers another way for customers to derive value from your brand and maintain engagement.

Although brands may currently be extending point expirations, they can continue to encourage purchases through special offers crafted just for loyalty members. Incentivizing new food operations or menu innovations also will ingrain their continued use even as your business reopens for dine-in service again.



Encourage Referrals

Currently everyone has been taking time to focus on their family and their communities. People also have become very connected through digital means in order to continue working in some cases, to send messages of support and to keep the bond of family and friends. Your loyal customers are in a position to be an accessible bridge for your business to acquire new customers. Reach out to them through a digital campaign to encourage referrals from their family and friends that will give your business a needed boost. With incentives for both the advocate and the referred friend, it's a win/win.



Demonstrate Value to Your Customers

Many restaurants have had to rethink their business operations and implement any number of new features such as online ordering, curbside pickup, contactless payment, third-party delivery or in-house delivery. Determine the best options to maintain once you re-open to address any ongoing customer concerns. Send campaigns to notify your customers of available food options to acknowledge you see them as individuals with different needs.

You want to continue making the lives of your customers easier. This can include extending any community outreach you may have been performing, and expand campaigns by targeting Neighborhood Heroes. Look for ways to continue showing appreciation for your customers and to have genuine interactions with them and they will support you even more.

Brands need to treat loyalty as a dynamic interaction and keep giving customers a reason to come back.

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