TOP 5 — punchh® Restaurant Customer Experience Predictions

1 Omnichannel Marketing Will Be Key To Driving Sales

> As an omnichannel marketer soon to head into the next decade, you need to meet your customers where they are, in-person and online.

COFFEESHOP

30% of omnichannel shoppers have a higher lifetime value than those who shop using only one channel. (Google)

87% of brands agree that an omnichannel marketing strategy is critical or very important to their success. (ResearchLive)

2 Data Will Inform Customer Experience Initiatives

What kind of data will tailor and personalize the experiences that ultimately set your brand apart?

- Location Data
- Transaction Data
- Demographic Data
- Payment Data
- Marketing Campaign Data
- Social Media Data
- Customer Feedback Data
- And more!

81% of companies say customer experience is a competitive differentiator—and most organizations say becoming more data-driven is the key to tackling the challenges associated with delivering a quality customer experience (Dimension Data, Forrester)

23x of data-driven organizations are more likely to acquire customers, 6 times as likely to retain customers, and 19 times as likely to be profitable as a result. (McKinsey)

3 Restaurants Will Cater to More than One Customer Journey

Customer acquisition and loyalty programs need to accommodate more than one customer journey to paint a comprehensive picture of their journey and execute on these insights.

- A new customer's journey from brand awareness to making their first purchase
- An existing customer's journey from purchasing infrequently to engaging with more frequency
- An engaged customer's journey to brand loyalist

EARN POINTS

79% of consumers said brands have to actually demonstrate that they understand and care about them before they are going to consider purchasing. (Wunderman)

4 Marketing Offers Will Get More Personalized

This level of familiarity and reward makes a brand stand out—and it raises the bar for the customer's other brand experiences. It's service that goes above and beyond, and because it's so highly relevant, it doesn't necessarily feel intrusive.

MOUNTAIN GRILL
FREE DRINK W/ ULTIMATE BURGER

- Demographics
- Psychographics
- In-Store Behavior
- Online Behavior

79% of marketing professions see personalization as a "crucial" element of the customer experience, yet 51% say that their organization cannot deliver the personalization its customers crave. (Verndale)

5 Restaurants Will Use One Digital Platform For Customer Acquisition, Loyalty, and Marketing

Restaurants will begin leveraging marketing technology designed to make it easy for their internal teams to:

- ☑ Engage customers across any channel
- ☑ Predict customer behavior
- ☑ Execute tailored offers to customers to build loyalty and increase customer lifetime value

ENGAGE CONSUMERS — ANY PLACE, ANY HOW
punchh. MARKETING CLOUD
REACH & AUTOMATE
RIGHT OFFER AT THE RIGHT MOMENT
PREDICT BEHAVIOR
EXECUTE CAMPAIGNS

The Punchh Marketing Cloud converts consumers from anonymous to loyalists by providing the tools you need to deliver a personalized, seamless customer experience.

To see a demo, visit punchh.com/contact-us.

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