



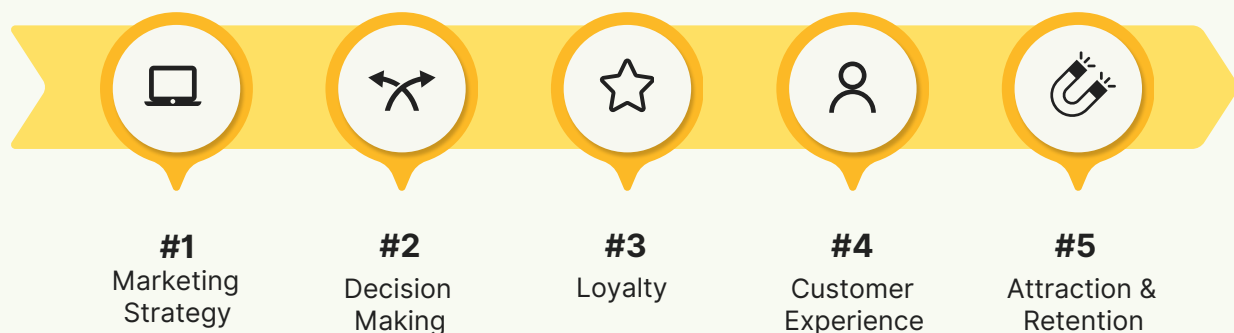
# RECIPE FOR SUCCESS

## KEY BENEFITS OF USING CUSTOMER DATA

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Knowing customer data is critical to driving business success and growth.

Five key benefits:

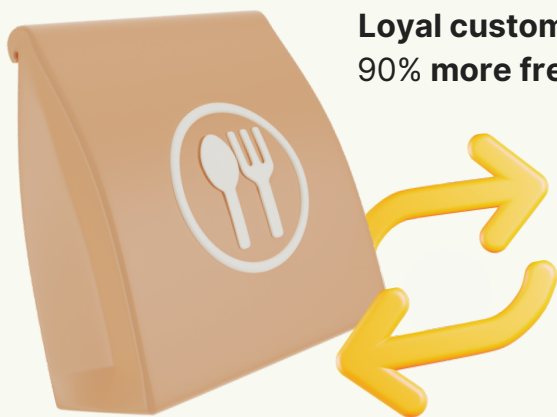


### #1 IMPROVED MARKETING STRATEGY

Consumer data facilitates **precise audience segmentation**, enabling targeted delivery of offers and messages to maximize effectiveness and cost efficiency.

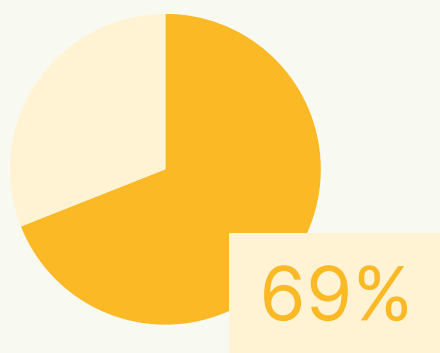
90%

Loyal customers buy 90% more frequently.



### #2 IMPROVED DECISION MAKING

Solid data guides decisions on **menu, hours, and pricing** for increased profits and customer satisfaction.



According to BARC research, 69% of companies cited **better strategic decisions** while using data.

### #3 CUSTOMER LOYALTY

Customer data enables **effective loyalty programs**, rewarding frequent patrons with discounts, exclusive offers, and points programs, motivating repeat business for the restaurant.



5 TO 10%

Online rewards programmes **increase total revenues** by 5-10%.

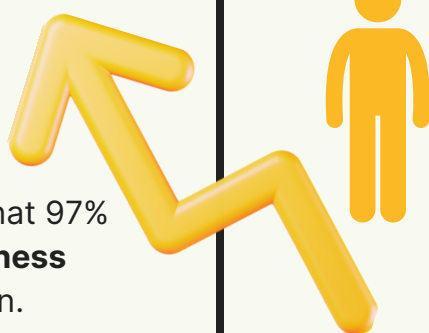


### #4 OPTIMISE CUSTOMER EXPERIENCE

Tracking customer preferences and buying habits allows you to **anticipate their needs** and offer tailored services.

97%

Researchscape International finds that 97% of marketers saw **improved business results** through personalization.



X 5

As HBR notes, acquiring **new customers costs five times more** than selling to existing ones.

### #5 CUSTOMER ATTRACTION AND RETENTION

Knowing user preferences enables **personalized shopping**, fostering satisfaction, loyalty and retention.