

QikServe

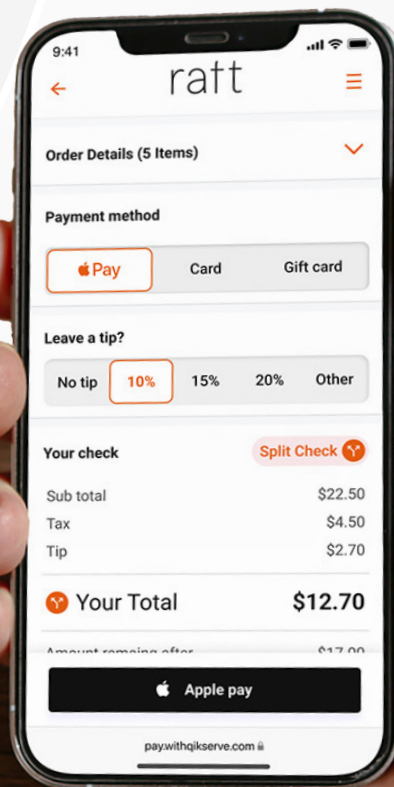


IMPACT DATA

WHITEPAPER

Want more sales for your fast casual restaurant?

The answer is already in your data.





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Online ordering platform QikServe together with **customer retention experts** Impact Data have reviewed the performance of dozens of mutual customers across the UK...

...and the **results** are mind-blowing!

On average, customers are **4%** likely to visit in any random 7-day period without being promoted. When you add **behavioural-triggered messages**, that number jumps to as high as 23%.

Success lies in understanding and using customer data to send the right **message**, at the right **time**, to the right **customer**, with the right **offer**.

Sounds easy right? Well, it is, with the right tools.

Analysing the performance of these businesses has produced some **clear insights** that are valuable across the board.

The businesses we work with are a mix of local family businesses and medium-sized franchise groups. All of whom use QikServe to provide **online ordering** options to customers in combination with the **behavioural marketing** campaigns designed by Impact Data using their automated marketing platform **TalkBox**.

A decorative header featuring a blue background with white line-art icons of various food items such as a burger, chicken drumstick, croissant, cheese, and wine. The icons are arranged in a curved pattern along the top edge.

Here are the top 10 takeaways:

METHOD 1

Engagement = Visits

Whilst this would seem obvious, the key is how quickly you can get that **customer engaged**. Businesses that **focus on turning a one-time** customer into a **regular visitor** perform better, almost immediately.

The most effective method is to **get the second visit as quickly as possible**.

How? With a well-crafted **welcome message** accompanied by a **strong incentive** to return.

A welcome message is designed to send one day after a NEW customer has visited for the first time.

We reviewed hundreds of welcome messages and found that customers who **received a follow-up message** saw strong numbers of returning customers.



EXPERT TIP

Finding out more about a **first experience** can provide valuable information to make sure you start the relationship off on the right foot. Tools such as Net Promoter Score (NPS) can be included in welcome communications and help to understand the likelihood of a first-time visitor recommending a business to a friend. This metric will help you to customise operations to improve new customer first impressions.

METHOD 2

Incentivise Your Customers

Savvy Customers often demand a **value exchange** for giving access to their data. Which means it's important to clearly **articulate the 'why'** they should sign up.

The most successful businesses we reviewed have, and articulate, a

simple to understand visitation reward system or incentive program. The most successful systems reward customers on **every 5th or 10th visit**, with the highest redemption rate – **over 45%** in one location.

How does it work? Customers are notified by **email or SMS** when their reward is either **one order away** or **ready to claim**.



EXPERT TIP

The keys to building your database is automated systems and staff. Coach your staff to encourage customers to sign up by clearly articulating the value for the customer (EG. free chips on every 10th visit.) Work with your systems and the QikServe team to create a **bespoke ordering process** that clearly highlights the **value of signing up** for your database.

METHOD 3

Redeeming Rewards = Regular Visits

The messages that performed the best in terms of creating an online order, were those triggered by the **number of visits**.

This simple metric is not new and has proven effective in coffee shop stamp cards for decades. QikServe and Impact Data have moved and automated

this mechanism into the digital world, enabling businesses to simply **reward customers**, drive their **next visit**, and most importantly, **incentivise** those customers who may be trending away.

Churchill's Bar Hill had **over 40%** of customers **redeem their reward** for their 10th visit. An exceptional result shows **how powerful a visit-based reward mechanism** can be when executed well.



EXPERT TIP

By maintaining a simple **loyalty mechanism** like visits, you can easily stay at the forefront of a customer's mind. For example, update your email template to automatically show customers exactly how many visits they are away from their next reward.

METHOD 4

Everyone Loves a Birthday Bargain

Let's face it, we all want to be acknowledged and celebrated on our **birthday** but we don't traditionally give our **date of birth** when ordering a burger or fish & chips.

Impact Data works with businesses

to design a data driven incentive to engage their customers in an 'update your details' campaign to **capture DOB**. This is typically triggered **a week after a first visit and proved to be a valuable tool** for Ruddington Fish Bar. Over **20%** of their customers redeemed their **update details incentive voucher** and a further **27%** went on to redeem their birthday offers.



TOP TIP

If you haven't been able to capture your customer's birthday, why not reward them each year on the **anniversary of their sign-up**? It's a great way to surprise and delight them.



EXPERT TIP

Birthdays create a simple and effective opportunity to engage a customer and give them a reason to visit. Create a **dedicated update details campaign** if it's not part of your standard data capture. And if you want a better response rate, **incentivise** customers for giving you additional information.

METHOD 5

Be Persistent and Don't Give Up

Some first-time customers may not be ready to **give permission** to be contacted again. We get it.

But if your only details-capturing mechanism is on that **first order**, then you're missing out, by miles.

Use all the tools at your disposal to **get customers onto your database**. Add a flyer to a takeaway bag, create a **sign-up** form on your website, promote it on your socials, advertise in-store on digital screens and of course ask your QikServe account manager how they can help.

Ruddington Fish Bar had nearly **10% of their database sign-up directly** on the website and that has led to over **11% of customers redeeming their welcome offer**. A totally automated process.



EXPERT TIP

Adding a **sign-up form** to your website can grow your database **organically**, particularly if you offer an incentive for signing up.

METHOD 6

Reactivation Works

If you don't ask, you won't get. Often all a customer needs is a **gentle nudge to come back** and enjoy your menu – so, just ask them.

Impact Data uses **statistical analysis** and **machine learning to calculate** the expected next visit for each customer. This allows **reactivation communications** to be automatically sent to customers who miss a visit and might be trending away.



EXPERT TIP

Using the 'expected next visit' as the trigger to send a late, lost or reactivate campaign ensures that it's relevant to an **individual customer's behaviour**.

Impact Data tracked visitation patterns of QikServe client The Chesterford Group and identified **2,721 customers** who had not made a purchase in the last 12 months. These customers were sent an offer of a 50% discount to encourage a revisit. The offer was redeemed by **134 customers** and **42 customers** continued to make additional purchases at full price over the following 12-month period. This win-back campaign changed

behaviour and **generate additional revenue** from the previously lost customers. Orders from the reactivated group covered the cost of the initial discount proving that revenue can be generated from your existing database.

The most successful businesses have **more than one campaign set up** to win back customers so don't be afraid to send multiple messages.

METHOD 7

Hands-Free Sales on Slow Days

One of the great advantages of building a database with QikServe is that you can **market to that database** to help build traffic on slow days.

Working with The Fryery, Impact Data was able to **convert quiet periods into busy days** using emails and SMS to contact

customers that hadn't visited in a month. The Fryery drove **over £7000** in sales from one campaign.

This type of campaign can be customised and set up as a **recurring email and SMS** to ensure that your **early week sales are maximised**. The timely nature and immediate effect of SMS worked well to create the **urgency** that the campaign needed.



EXPERT TIP

SMS is the key showing significantly better results than email with **almost x3 as many vouchers redeemed** from customers who received an SMS.

Relationships Take Time

A **customer engagement strategy** is a little like dating. First impressions last and if you want a second date, you need to ask for it.

After a few dates, you're pretty much in a relationship. At this point, customers expect you to know more about them and treat them differently. Which means **personalising your communications** as much as possible. From using a customer's **first name** to referencing the **first location** they ordered from, or even

just adding their **points balance** to an email drives deeper engagement.

Working with 288 Bar & Wok, the Impact Data team created a series of communications designed to welcome & onboard, get a second visit, retain customers and celebrate birthdays based on the data supplied by QikServe.

The email open rate for this campaign was **over 60%** – a staggering result that led to **15% of vouchers** being redeemed.



EXPERT TIP

Let QikServe and Impact Data do the heavy lifting for you by setting up the communications that we know work. We have identified the **minimum number of behavioural-triggered messages** that will drive orders for your business. This means that your marketing will be highly effective and targeted at the right customers.

METHOD 9

QikServe Vouchers Work

QikServe vouchers have tremendous flexibility and can be used to help **customers to explore your menu** in the **early stages** of your relationship. Then later, consider a **series of messages** that **offer deals** on items across your menu

categories to get customers to explore your offering more deeply.

Each type of business takes a **slightly different approach to incentives**. From %-off, to £-off, to free-menu items with or without minimum spend, and 2-4-1.

METHOD 10

Existing Customers Attract New Ones

The saying "all journeys start with a search" is incredibly relevant for all business types and sizes and can be used to build your customer base by automating requests for online reviews.

Working with QikServe and Impact Data, clients are able to **request feedback from customers** and **invite**

them to provide reviews on platforms such as Google or Facebook or any of your preferred review platforms.

User-generated content and reviews are key to keeping SEO rankings up, so ensuring this is part of the engagement plan is **critical!**



EXPERT TIP

Ask customers for **feedback** after they have visited between 1-3 times, **chances are** that they are more likely to give you some positive feedback.



About Impact Data

Automated customer retention solution for your businesses.

We bring your customers back with TalkBox. A hands-free automated marketing application using data you already have.

- We connect to your existing systems
- Analyse customer data
- Send each customer the right message at the right time

One of the **benefits joint QikServe and Impact Data customers** can take advantage of is the **integration of the QikServe vouchers** into Impact Data's digital marketing application, **TalkBox**. Meaning, any vouchers you create in QikServe are **automatically available in a connected TalkBox account**.

Learn more here
www.impactdata.co.uk
or reach out to us at
hello@impactdata.co.uk



QikServe

About QikServe

The breadth of our products, application options (**web, mobile, tablet, kiosk**) and range of order ahead and on premise journeys, ensure that we can serve customers in many vertical markets. Across our broad customer portfolio, which includes **restaurants, theatres, hotels and sports stadiums**, our core expertise remains focused: we give guests the convenience to order and pay for their food and drink, whenever and however they want.

There is a significant digital transformation taking place in the food and drink industry. We are helping brands navigate that change, adapting to a world altered by the COVID-19 pandemic and shaped by the demands of consumers. Whether the goal is to create a safety-first environment, to engage with and better understand guests or to futureproof their business in a world that's increasingly digital-by-default, **QikServe is a partner brands can rely on.**



QikServe

**Want to learn how we drive more orders
and revenue for your business?**

Scan the QR code to take the QikServe
Journey and see how it works:

