

Do you have what it takes to become an IGR*?

Building Customer Loyalty isn't just about having the right strategy and the right tech.

You need to have a digital ecosystem that is finely tuned to give your customers the experience they want, when they want it and to adapt to their changing tastes.

With so many touchpoints in the omnichannel customer experience there is opportunity to delight the customer and win their loyalty. But this also means that there is risk to lose that customer to a competitor who is doing it better if your tech is not solutioned well. This is why we say that you must aspire to become an IGR which means making sure that every customer touchpoint, especially the digital ones, perform the best they can.

* **Instant Gratification Restaurant**

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An **Instant Gratification Restaurant** is one that inspires loyalty and creates ideal customer experiences with transparency and customizability while also reducing operational costs.

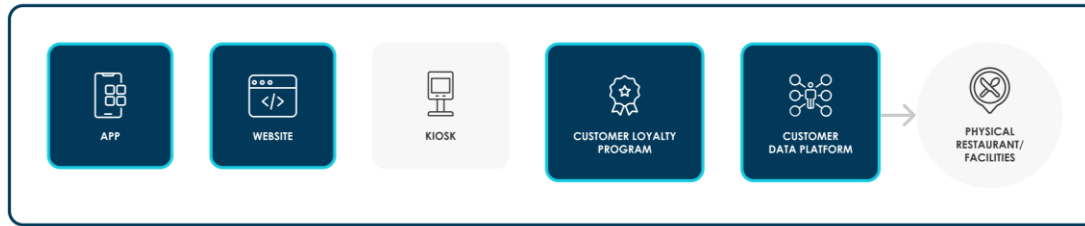
Digital modernization no longer requires long, burdensome timelines, but it requires that you **audit** your tech and **fine tune every touchpoint** to ensure that your systems and people are working together to win, keep, and grow your customers.

- **Speed of Service:** Customers expect fast service. Their orders must be prepared and served quickly, regardless of whether they are dining in, taking out, or driving through.
- **Consistency:** Customers expect a consistent level of food quality and service every time they visit. This includes taste, portion size, and presentation.
- **Convenience:** The ordering process must be straightforward and efficient.
- **Menu Options:** Diners want to be able to customize their meals to fit their dietary needs.

And every one of these touchpoints is either enhanced or lessened by your digital ecosystem.

New Customer: App Download

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CUSTOMER



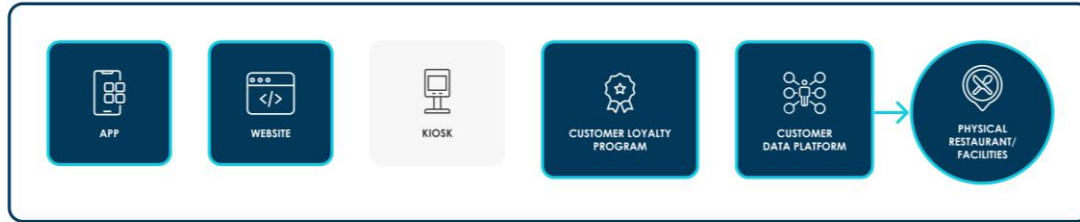
Customer Story:

After browsing your website, reviewing all of your food offerings, Alex decides to sign up for an account because of a promotional banner.

She's notified that she received a coupon for 10% off her first order. Later that day, at home, she taps on a "download our app" promo that was sent to her inbox.

New Customer: Food Order

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CUSTOMER



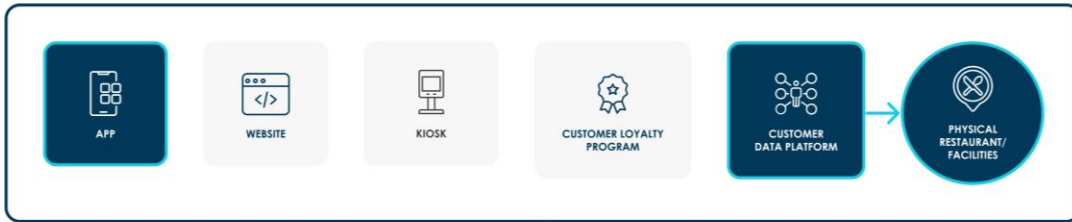
Customer Story:

She installs the app and uses the same credentials to log in to it as she did on the website earlier that day. She sees that she can also log into the app with an SMS verification code sent to the phone number associated to the account. She browses the menu and makes selections.

During checkout she's notified that, based on her order, she can receive extra loyalty points if she adds a promotional dessert to her order, which she does. During the payment step she's asked if she would like to use her 10% off coupon, which she activates.

New Customer: Notifications

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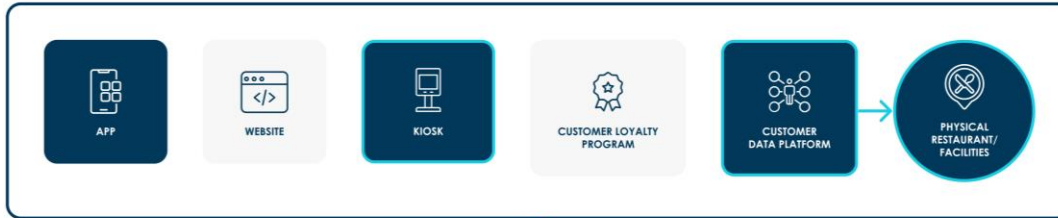


Customer Story:

Following her order, Alex receives notifications of her order status indicating that her order was received, is being made, and time estimates for pickup.

New Customer: Goes to Restaurant

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Customer Story:

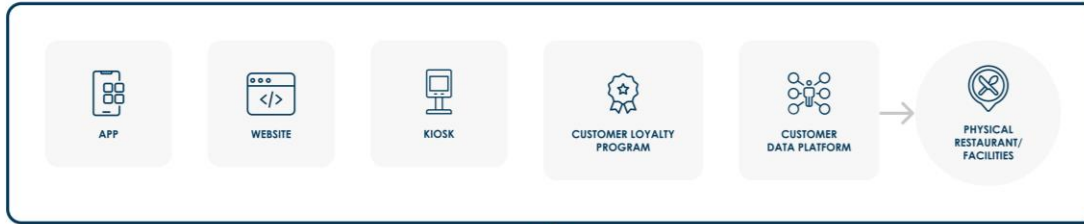
When her order is close to being ready, Alex gets in her car and drives to the restaurant.

She's notified that there are three pick up spaces in front of the restaurant.

She is asked if she'd like directions to the location, which she selects.

New Customer: Enjoys Perfect Meal

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Customer Story:

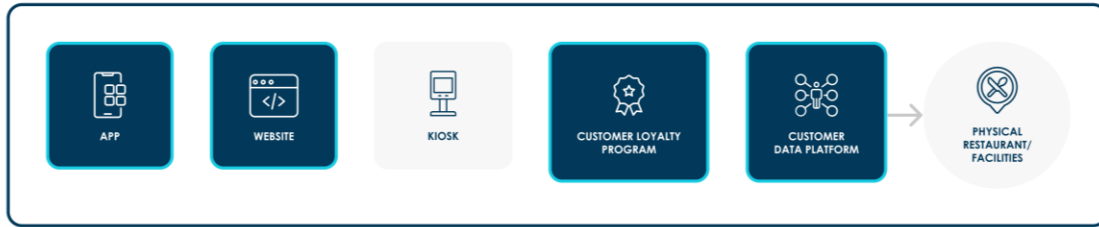
Upon arrival, she parks in one of the designated spaces.

She confirms her arrival and her parking space number through the app.

Her order is delivered to her by a friendly server within minutes and she heads home to enjoy her delicious meal.

New Customer: Loyalty Customer

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Customer Story:

The app confirms that she's picked up her food and congratulates her on earning 20 Loyalty Points for this order.

The food smells great and she thinks about what an easy, guided experience this has been. She'll definitely be back!

She receives prompts to share her great experience with friends to add Loyalty points which she gladly does because of the amazing food and her Instant Gratification experience.

Ready to fine tune your IGR journey?

<https://www.xcentium.com/industry-verticals/restaurants>

Get in touch with our Restaurant Industry digital experts



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