



HOW YOUR RESTAURANT CAN DRIVE PROFITABILITY WITH CUSTOMER EXPERIENCE



 HungerRushTM 360



In this era of unprecedented competition, having the best restaurant on the block isn't enough for most customers—they're looking for an *experience*. But restaurant owners often hesitate to invest money in customer experience (CX). It's harder to see a measurable ROI from something so vague.

But customer experience absolutely is an investment that will pay off. Here's why:



And as competition heats up in the restaurant industry, an excellent customer experience is a non-negotiable for standing out from the crowd.

IN THIS ARTICLE, WE UNPACK:



How treating your customers right keeps them **coming back**



Why **happy employees** mean **happy guests**



And why investing in customer experience leads to **increased profitability**

How to Use **Data** to Turn Customers into Your **Biggest Fans**

96% of customers say that customer service influences their loyalty to a particular brand. When you take into account a customer's lifetime order value, loyalty is worth its weight in gold.

But how do you turn satisfied customers into your biggest fans?

By creating an excellent dining experience from start to finish.

So how do you go about implementing excellent customer service?

Start with data. **Data mastery unlocks everything.**

Send email surveys to customers after they place an order. Only when you have all the facts can you begin fixing things. And once you've gathered the data, here's how to analyze it:



NPS (Net Promoter Score)

First, you send out a single-question survey asking customers to rate their experience from 1-10. The results are your NPS. Above 50 is good; 80 is excellent. The better your NPS, the more loyal customers you have. And loyal customers will share their experiences with family & friends.



Customer Churn Rate

This is the rate at which customers stop returning to your restaurant. If it's high, you have a problem on your hands. The HungerRush 360 platform for restaurants can help you break down this data into easy-to-understand **charts and reports.**



Customer Needs & Wants

Drill down your data into different customer avatars. What are your ideal customers saying? What kind of problems do first-time customers have? Did people who suddenly stopped ordering from your restaurant give any reasons why?

Once you've collected all that data, you should have a better idea of how you're positioned. There are bound to be some areas that you can improve in—whether meal quality, service time, or staff contentment.

This brings us to our next section: **how to eliminate customer pain points in your restaurant customer experience journey.**



Your Customers Want More Than Just The Basics

A lot of things can annoy customers, like long wait times or incorrect orders. But it's not enough to smooth out the rough edges. As we've noted before, providing great customer experience is about being proactive.

Here's what a Deloitte study found that restaurants can do to win over guests with great CX:



Here's some of the best ways you can go above and beyond to create memorable experiences that turn guests into **regulars**:



Order AI Text & Talk can shorten wait times and provide a more accurate ordering experience.

Offering customers multiple ways to order (online, app, phone, and in-person) provides the convenience today's busy customers demand. By solving your customers' problems, you give them a more pleasant experience and keep them coming back for more.



Another big part of the restaurant customer experience is the way you **interact with your customers**.

By personalizing the way your brand positions itself with customers, you can create stronger, more positive relationships. People want to feel connected to a brand; improving communication is the perfect way to strengthen their bond to your business.



Happy staff mean happy customers.

Nobody wants to work in a toxic work environment. Studies show that respecting your employees improves turnover, productivity, and even customer loyalty. Try rewarding employees for their hard work with gift cards, or an extra day's vacation. It's a great way to show you care.

Providing a great customer experience means **improving your employees' work experience**. While minor customer complaints can be fixed quickly, changing a toxic work culture, or addressing the root causes of staff unhappiness requires more introspection.

Why Loyal Customers Spend More Dough

Businesses that invest time and effort into optimizing their CX see **4-8% market growth**; and more loyal customers mean more repeat business for your restaurant, resulting in greater sales. **Here's why:**



Restaurant profit margins are higher for both repeat sales and sales brought in through word of mouth.

That's because you don't have to subtract acquisition costs. For these reasons, increasing your retention rate by just 5% can **increase profits anywhere from 25% to 125%**.



It's easier to sell to existing customers than to secure new customers.

The probability of selling to an existing customer is much higher (60%-70%) than the chances of making a first-time sale to a new one **(5%-20%)**. Plus, when diners return, they'll likely spend more per transaction and be more open to trying new menu items.



Loyal customers spend more with every purchase.

Research shows that **57%** of customers spend more on brands they consider themselves loyal to, so nurturing that connection through CX really is an investment.



How to Spice Up Profits with Stellar Customer Experience

It's not easy to stand out in the crowded restaurant industry. You'll have to master the restaurant customer experience if you want to attract new customers and turn your current ones into loyal fans.

The strategies outlined in this article are becoming table stakes for restaurants, so we built the [**HungerRush 360 system**](#) for pizza restaurants, to make it as easy as possible to execute on them efficiently.

HungerRush houses all your restaurant systems in one place for clean data, integrations you need, and agile management — whether you have 10 locations or more than 100. Our cloud-based POS system helps create an experience that your customers will love, while giving key data insights on **orders, inventory, employee management, and customer information.**

[**FIND OUT MORE ABOUT HUNGERRUSH 360.**](#)

HungerRush helps restaurants and chains of all sizes leverage advanced technology to understand their customers, run more efficient operations and drive more revenue so that they can **set a path towards sustainable growth.**

 [**HungerRush.com**](https://HungerRush.com)