

01. TOUCHPOINT AUDIT | **INSIGHTS, ANALYSIS, & RECOMMENDATIONS - CRM & EMAIL**

CRM & EMAIL

Role and importance of this touchpoint...

Customer relationship marketing (CRM) and email are vital in restaurant marketing, enabling personalized communication and targeted promotions. They help track customer preferences, fostering engagement and retention. By nurturing relationships with tailored offers, they drive repeat visits and boost sales.

Improvement recommendations...

- Review CRM system to ensure it's fit for purpose based on marketing needs.
- Clean customer data for accurate targeting and communication.
- Automate repeat emails, including thank you's, feedback requests, online reviews, promotions, reservations, etc.
- Integrate with DAM, content calendar, and social media management tools to enhance automation and efficiency.
- Enhance guest engagement with personalized offers, birthday greetings, targeted promotions, etc.
- Launch loyalty program to drive repeat business.
- Introduce e-gift certificates.

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