



# How to make customers loyal to your brand?

Use loyalty points: AED 23.50



By running a successful business, you know that delicious food and drinks are only one part of it. You also need to create a long-lasting customer relationship that will lead to repeat business.

Retaining existing customers is more cost-effective than acquiring new ones - you can do this by implementing a targeted approach to building customer loyalty.

Let's look at how you can leverage loyalty to create personalized offers and build personal relationships with your customers.

## 1 Kickstart your loyalty program

Enticing customers to join and engage in your loyalty program requires a strategic focus. Chatfood's customizable loyalty program will work across delivery & dine-in instantly. No tricky configurations, no lengthy setup required - you can easily start a loyalty program from the [Chatfood Dashboard](#) > Marketing > **Loyalty**

Businesses that implement loyalty programs retain a high customer lifetime value and gain a strong market position. Customers become brand advocates and acquisition costs are reduced.

## Measured impact

From 4978 businesses, here is the impact of activating loyalty (180 days pre and post activation).

### • Avg. Monthly GMV (AED)



### • Avg. Order Frequency



### • Days of Engagement (returning users)



### • Impact of loyalty activation on frequency



💡 Tip: Gamify customers through your loyalty program, by offering cashback and you could see a **41% increase in order frequency** and a **68% increase in customer engagement**.



## 2 Collect customer feedback

The foundation of any successful restaurant and long-lasting customer relationship is the ability to provide a positive customer experience. You can improve your customer relationships by listening to what they have to say.

Collect feedback ([Dashboard](#) > Reports > **Customer Ratings**) and leverage the data collected to improve your menu, understand their likes and dislikes, and any suggestions they have to improve their experience. The more you know about your guests, the better you can tailor your loyalty program offers and customer experiences.




## 3 A 360° experience

At the end of the day, you want to create an experience where customers feel connected to your restaurant — where new customers turn into regulars and repeat customers feel recognized and rewarded for their loyalty.

You can connect your customers to your brand at every level by activating the loyalty program for both delivery and dine-in, regardless of whether they are at home or at your venue



 Tip: Pair your delivery solution with an Order at Table (OAT) or Pay at Table (PAT) in your restaurant to **sync up the loyalty program**. You can reward your customers with every order, no matter where they are.

## 4 Re-Engage with your customers

How long has it been since you heard from one of your repeat customers? You can re-engage with your customers through a meaningful exchange of personalized communication.

If you have read our last [Bite-Size Marketing tip](#), you know how powerful SMS and WhatsApp can be for engaging with your customers. Leverage these channels for targeted communications about promotions, happy hours, or special occasions to re-engage customers who stopped ordering from you.

