HOMEPLACE   DRIVING GUEST TRAFFIC
CRM™   FROM HOME

Restaurant CRM

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Background

Restaurants generally draw guests from two categories – those who are known guests through an e-club and those who are unknown guests that have not joined an e-club.

With an ever increasing demand to deliver traffic and sales, restaurant marketers continue to focus on guests that appear in their e-club program as part of their marketing strategy. These guests are valuable, because they made a choice to identify themselves with a brand, their demographic data can be discerned, their purchasing behavior can be tracked, their loyalty can be influenced. Marketers that utilize direct marketing to deliver offers to these guests can create a successful program that delivers traffic, sales and loyalty year after year.

Marketing Informatics (Mi) helps develop a successful CRM program by providing data solutions that allow marketers to refine their offerings to their guests.

The Opportunity

Mi began working with two national casual dining restaurant brands with more than 650 combined corporate locations to develop a data intelligence platform that could enhance their CRM efforts. In the past both brands marketed to their e-clubs without differentiation of their club members, communicating one message/offer to all members. The result was delivery of irrelevant messages to known customers and ultimately, poor response – opens, clicks and conversions. The lack of information and declining response necessitated a change.

The Solution

Mi appended demographic, lifestyle and postal data to the guest records. Mi then developed cluster segments customized for both brands. This process provided a data rich environment that allowed the brands to select only those guests that should be included in marketing campaigns, appropriately matching their target audiences with their offers. These marketers used the new data to select target audiences in two ways:

- Demographically – using discrete demographic data elements for target audience selection. A few examples include: an offer for females only where the marketer can exclude males, and an offer for families with children where the marketer can exclude households with no children.

- Clusters – using defined cluster segments where each cluster shares a key group of demographic and lifestyle characteristics that can be defined for marketing actionability. An example: the "Elizabeth" cluster is comprised of early middle aged single females, established, with discriminating tastes and brand loyalty when quality and value are consistent, etc

This data management process is now at the heart of CRM for these two brands, because it allows them the ability to become relevant to their most loyal and visible guests. An automated process has been established so that guests joining the e-club databases are updated with demographic and psychographic data on a regularly scheduled basis. CRM marketing efforts are yielding higher results and response is continually improving.

The Lessons

1. CRM data sets can be made more robust through data enhancements
2. Data enhancements allow marketers to more relevantly connect with guests
3. Response for CRM campaigns is increased when data management is utilized

About Marketing Informatics

Since 1987, Marketing Informatics has specialized in using local market intelligence and practical programs to drive traffic for clients. Mi has been recognized with awards from the Indiana University Kelly School of Business; Johnson Center for Entrepreneurship; Experian Marketing Services; Inc. Magazine's "Inc. 500 Fastest Growing Private Companies in America," and other industry recognition.

For details on HomePlace CRM™ or to request specific information for your brand, please call Marc Becher at 877-788-4440.