Create Great Customer Experiences in Times of Isolation

for the restaurant industry

reviewtrackers

Be Transparent

35% of consumers ranked "trust in brand" as one of the top 3 reasons for choosing a retailer. (PwC)

- Keep customers informed of their orders by providing context about the preparation, packing, and delivering process.

- Be sure to update business information, hours of operation, menus, and best ways to order delivery, across local listings and social media.

- We're in the midst of a pandemic, therefore, not everything is going to be available. If there is a changed menu item, be sure to share that across your website or social media.

Ask for Feedback

92% of consumers use online reviews to guide most of their ordinary purchasing decisions. (NRC Health)

- Having new reviews for potential customers to read is especially important to help guide decision making during these volatile times.

- Send a <u>feedback survey</u> to customers to get internal feedback about your operations.

- <u>Request new reviews</u> over email or SMS to help create a steady cadence of relevant insights for people researching your business.

❤️ Foster a Community

67% of consumers said a "good customer service interaction" had an effect on their future buying habits. (PwC)

- Use social media to help people feel good by re-creating in-person experiences at home, whether it's tips from the chef or Zoom backgrounds to use for a virtual dining experience.

- For every purchase or delivery, include a coupon, personalized note, or a free special treat as a "thank you."

- Amplify reviews on your website or give individuals who say positive things about your brand a shout out on social media. This makes them feel good, and validates your brand for others.