antuit.ai
Real AI. Real Results.

Personalization
for Restaurants

1:1 Personalized Offers and Experiences at Scale

With Antuit, restaurant operators finally can tailor 1:1 offers and deliver them at the right time and channel for every customer.

Antuit's Personalization solution brings that extra level of intelligence and scalability not currently found in the market today. Already proven at large restaurant chains, this solution profiles every single customer, predicts future behavior, and creates the right content, message, at the right time and in the right channel, to meet the desired objectives. A self-learning feedback loop automatically compares the predicted outcomes to actuals.

Case Study - Leading Restaurant Chain Personalizes Loyalty

The Problem - Executives at a 2,000+ store restaurant chain with a twenty million-member customer loyalty program didn't believe their program was performing to its potential. Communications occurred through email and contained a mix of news, updates, and offers. They knew it should be better; the question was, "How?"

The Result - With Antuit's Personalization solution, the company has revamped its loyalty program. They deliver relevant, 1:1 offers that drive incremental purchases. Through Antuit's AI Engine, they analyze each customer's buying behavior, preferences, demographics, and interactions to determine what to offer, when and where. This new capability has led to a significant increase in sales and foot traffic.

Results

$7M Increase Monthly Sales from individualized offers

30% Increase Email Open Rate from personalized messages

10% Sales Increase from increased customer visits

Features

- **Customer DNA** — Identify latent customer characteristics, not explicitly given by the customer, to create new opportunities and build value.

- **Relevant & Incremental** — Engage customers with content that is relevant and drives incremental behavior.

- **Real-time Analytics** — Pinpoint in-transaction customer-specific cross-sell/up-sell opportunities with real-time analytics.

- **Full Channel Coverage** — Deploy across all analog and digital channels with one centralized customer decision hub.

- **Budget Optimization** — Maximize the incremental sales impact for any budget with the built-in optimization engine.

> " Contrary to conventional wisdom, making customers happy is not the single best way to achieve loyalty. In fact, happiness is only one of the three emotions [Valued, Appreciated, Happy] that are most important. "

Forrester
The US Customer Experience Index, 2019

Why antuit.ai

We listen to your challenges and then assemble the right team to deliver your solution that addresses your pain points. We work as your partner during the entire process, from solution diagnostics to deployment to adapting the solution for changes in consumer preferences.

We are focused on delivering significant, financial results for our clients, often starting within three to four months of our first engagement, enabling them to receive a faster return on their investment.

To learn more, please contact Antuit at **info@antuit.ai**

Additional Solutions Available from antuit.ai

- Personalization
- Life Cycle Pricing

About antuit.ai

We are the leader in AI-powered cloud solutions for Merchandising and Planning. We have the industry's first solution portfolio – powered by Artificial Intelligence and Machine Learning – that can help you digitally transform your Pricing, Promotions, Assortment, Forecasting and Personalization solutions.

Antuit's executives, comprised of industry leaders from Accenture, McKinsey, IBM, and SAS, and our team of Ph.Ds., data scientists, technologists, and domain experts, are passionate about delivering real value to our clients.

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Learn More at www.antuit.ai

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