



THE COMPLETE GUIDE TO

Customer Engagement for Pizza Restaurants

Pizza is a favorite of many and whether you prefer New York style or Chicago deep dish, on average, Americans consume 23 pounds of the cheesy goodness each year. And pizza represents a massive slice of revenue as a [\\$45.1 billion dollar industry in the U.S., with over 75,000 pizzerias.](#)

Pizza restaurants are contending with a myriad of challenges from third-party delivery hits to margin to decreased foot traffic. In order to stand out from the masses and increase same-store sales, pizzerias need to keep their customers top of mind. Today's savvy consumers have come to expect a personalized experience at the places they shop, dine, and work. The more you know who your customers are, the better you are able to serve them and grow your business.

In this informative guide, we'll discuss the 5 pillars of pizza restaurant customer engagement and give you actionable tips you can use to engage your customers in personalized and meaningful ways. We'll also share real-life success stories of pizza restaurants who use customer engagement to grow their revenue and create raving fans.



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1. Use customer insights to understand who your customers are

[Customer insights](#) help you [understand who your customers are](#) by capturing valuable behavioral and purchase data that gives you a complete view of each customer helping you go [from unknown customers to personal relationships](#).

Knowing which menu items your customers purchase, how often they visit, and how much they spend on average will arm you with the data and information you need to engage the right customer at the right time and make a meaningful impact on the bottom line of your business.

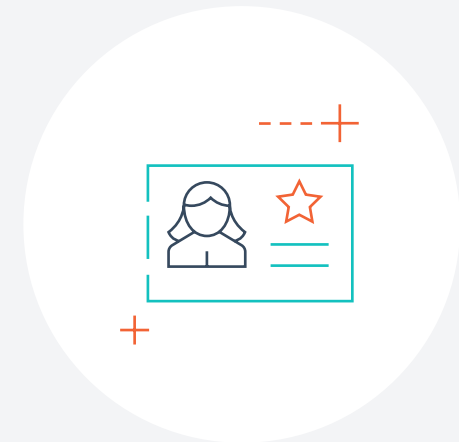
Using a customer engagement tool will give you the data you need to identify who your best customers are based on their purchase and visit behavior. Once you have this data, you can [engage with your customers in personalized ways](#), that encourage them to visit more often and increase their spend.



Customer insights will also help you win back customers if they've stopped visiting your pizza restaurant. Your customer engagement tool can automatically identify which customers haven't been to your pizza restaurant recently and can send them targeted messages and/or offers to bring them back in the door.

Having a customer loyalty program can also enable you to capture customer data more easily. After implementing Thanx, [Lou Malnati's enrolled more users in 6 months](#), than they did in the previous 10 years. Within less than a year, they grew their loyalty program by nearly 2x. They were also able to track that customers who were loyalty members visited 24% more often per month than they did before, and spent 26% more than their customers who weren't loyalty members.

The more you know about your customers, the better you will be able to engage them and grow your business.



Loyalty members visited

24%

more often per month than
they did before



2. Focus on your most loyal customers

Your VIP customers are those who visit and spend the most—they are the ones who drive your business and are the most loyal. In fact, customers who are willing to promote your business spend at least 21% more each year and are 8% less likely to churn and account for 80- 90% of all referrals.

Most pizza restaurants have several locations so it's important to identify who your best customers are by each location and send them targeted offers to visit more. You can even send targeted campaigns that change customer behavior like getting them to visit a different location, or visit during a different day of the week or time.

For example, you could drive traffic to your locations by sending a \$5 off a 17-inch pizza offer to your most loyal customers, based on the customer data you've captured. This won't just drive traffic, it will also increase your revenue. When sending targeted campaigns, you can select pre-built target segments per location to make sure that you are engaging your customers and encouraging them to take the actions you want them to take.



Customers who are willing
to promote your business
spend at least

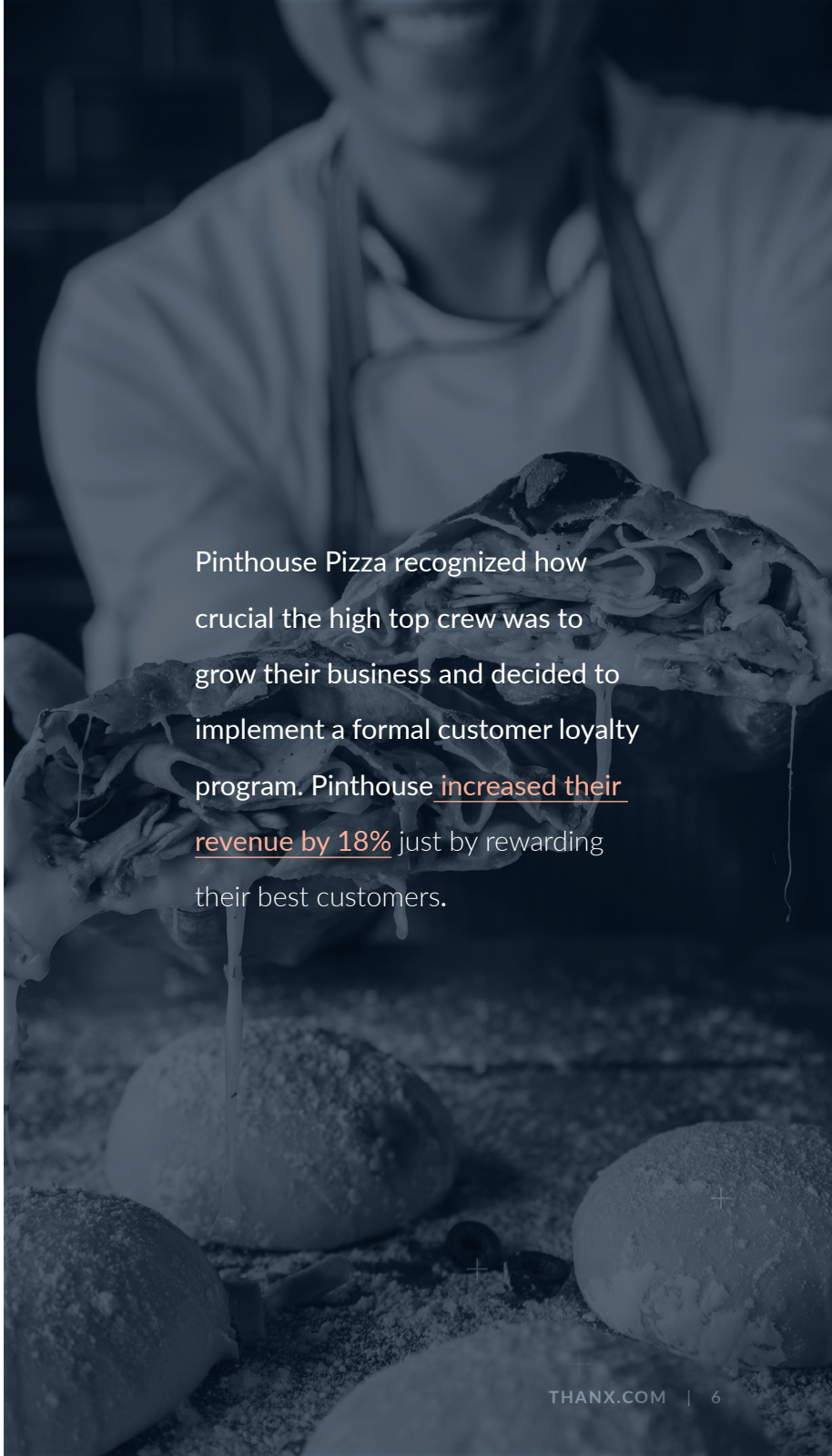
21%

more each year

Competition in the pizza market is fierce...

Because of this, it's important to engage your most loyal customers and not take them for granted. The more loyal a customer is to your business, the more likely they are to drive revenue and spread the word about your business.

Customer loyalty is especially important when it comes to pizza restaurants because it directly grows your business. Many pizzerias have loyal locals who visit often when engaged. For example, [Pinthouse Pizza](#) refers to their dedicated fans as their “high top crew” since they always sit at the high top tables near the bar.



Pinthouse Pizza recognized how crucial the high top crew was to grow their business and decided to implement a formal customer loyalty program. Pinthouse [increased their revenue by 18%](#) just by rewarding their best customers.



3. Send and measure targeted campaigns

Use data to send the right offer to the right person, at the right time, through the right channel. [Targeted marketing campaigns](#) empower you to send highly targeted and personal messages and campaigns and see how effective those campaigns are. Campaign success is measured in revenue and ROI, as opposed to vanity metrics or offline marketing where you can't measure the impact.

As you know, the powerful insights you get from your customer engagement platform can tell you that Donna visits your pizza restaurant every Saturday with her family, but never visits during the week. You can use this data to send her a personalized and targeted offer for \$10 off a pizza on a Monday night.

This will drive traffic, an incremental visit, and incremental revenue to drive your same-store sales growth.

That same [customer engagement platform should be able to](#) measure the effectiveness of every campaign you send in real revenue. For example, you will be able to see how many of your customers opened offers and claimed them across all of your locations.

Use standout offers to drive traffic and revenue with personalized and targeted campaigns. Going beyond the standard offers like 4th of July rewards, will increase engagement and make you more memorable. Using days like National Cheese Pizza Day, or personal milestones, to send financially compelling offers is a great way to engage customers.



4. Tune into customer feedback

NPS and [customer feedback](#) is crucial to many pizza restaurants and how you respond can impact whether they remain loyal to your business, or choose to walk away. Every customer experience counts and replying to feedback can [grow sales by +22%](#).

Listening to customer feedback and responding personally can make your customers feel heard and keep them more satisfied and happy. The more personally and privately you are able to respond to feedback, especially when it's negative, the more likely they will return again and won't write a negative review about your pizza restaurant [on a third-party site](#).

A customer engagement platform will enable you to respond to customer feedback and capture real-time sentiment and satisfaction. You can engage all of your customers with a private communication channel while identifying trends and opportunities for improvement.



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For example, if a customer is unhappy because they feel you are understaffed, they can rate their visit and leave feedback after a visit. Not only can you respond to them quickly, but you can also make necessary adjustments with your team and send the customer an apology and perhaps an offer to get them to visit again.

Collecting feedback via a customer engagement platform is great because you:

- Collect feedback in private
- Get honest opinions delivered in real time
- Have the opportunity to thank customers for their feedback or address any issues
- Can send a reward to bring customers back to your business
- Can use the feedback to make improvements
- Use positive feedback to [get more Google reviews](#) for your business

5. Measure impact and revenue

With a customer engagement platform, you can measure revenue increases and [engagement metrics](#) to see the success of your campaigns. When done right, customer engagement grows your pizza business, but you have to be able to capture the right data.

Go beyond vanity metrics. You want to know [how much money you made as a result of an offer](#) you sent to your VIPs or the profits generated from a well-timed push notification to lunch-goers.

For example, [Dewey's Pizza increased their revenue by 20%](#) by engaging customers with the right campaign at the right time. This popular pizza restaurant has 25 locations and wanted to test an offer to their entire customer-base around an event for National Cheese Pizza Day. They drove traffic to all 25 of their locations with a personalized offer sent to their Thanx loyalty customers. With just one email, they increased their sales by 20%.

Customer engagement coupled with targeted campaigns and robust customer data can dramatically increase your revenue while also building the loyalty you have with your customers.



With just one email,
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Tips to engage pizzeria-goers

Here are a few tips you can follow to increase customer engagement for your pizza restaurant:

1. Understand who your customers are, what they want, and deliver on their needs.
2. Cater to your customers with unique and personalized offers that go above and beyond what other businesses are doing.
3. Make it easy for guests to place orders—you don't need an iPad or tablet taking up space and crowding the counter. Use a customer engagement platform that easily integrates with your POS and delivery systems.
4. Respond to feedback personally in real time

Looking for more tips? Take a look at these [five pizza marketing strategies](#) that help engage your customers.

Wrap up

Pizza restaurants with high customer engagement rates are more likely to drive repeat-sales, retain customers, and increase same-store sales and revenue. To be successful, you'll need the right tools in place to grow your business with engaged customers. Focus on the 5 pillars of customer engagement and you'll be on your way to a bigger slice of that revenue starting today.



**Pizza Restaurant Customer
Engagement Made Easy.**

[Request a demo](#)