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-Step Guide
to Selling More Through
Personalization

como®

Whether you sell tacos, trendy clothes, or just about anything else, chances are you're always looking for ways to sell more of it. And it's far more profitable to sell to existing customers than to new ones, in part because acquiring a new customer typically costs between five and 25 times as much as keeping an existing customer.

That means there's a good chance that the most cost-effective way to boost your sales is to change something about your customers' experience, so that they'll keep coming back and buying from you.

So what should you change?

Your sales strategy? The way you communicate with each shopper after they make a purchase? Your pricing, your menu, or the way you reward customers for their loyalty?

By **personalizing your customer experience**, you can change all these aspects of your business—and you can change them in ways that are designed to best meet the needs of each individual customer.

By collecting and using data from each member of your loyalty club, you can fine-tune virtually every aspect of the way they relate to your business. And that's a **recipe for higher sales numbers**, both in the short term and in the long run.

"**90%** of consumers say personalization affects their shopping decisions."

Source: Adobe

With those goals in mind, here is a three-step strategy for using Como Sense to personalize your customer experience—and boost your sales:

1 Get to Know
Your Customers

2 Personalize Your Customer
Relationships

3 Use Customer Data
to Boost Your Sales

1

Get to Know Your Customers

Before you can start personalizing your customer experience, you have to get to know your customers. That doesn't mean you'll need to devote much time to personally getting to know everything about a given shopper, but it does mean you'll want to gather the right data through Como Sense.

Here's how:

Ask your customers for some basic information on your loyalty club's registration form. For instance, require each customer to provide their name, phone number, street address, preferred branch, and birthdate.

Keep tabs on their purchases through Como Sense at your POS. With each purchase, you'll get to know a little more about their preferences and shopping habits—valuable information that can help you personalize their experience and boost your sales.

Divide them into segments based on the information you've gathered. Then, Como Sense can automatically mark the customers in each segment with a tag that will appear when they check out at your POS.

What kind of segmentation makes sense for you?

That depends on what kind of business you run and who your customers are. The idea is for each segment to represent a population that you'll want to communicate with in a certain way.

- Create tags for college students and professionals.
- Tag customers who tend to only shop at a specific branch or only buy a specific item from you.
- If your chain attracts customers ranging in age from 15 to 90, segment them by age group.
- If you run a restaurant, tag your vegetarian or vegan customers.

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Personalize Your Customer Relationships

By this point, you'll have essential information about your individual customers. Your next step is to use Como Sense to build the kinds of customer relationships that will generate loyalty toward your business.

The key to making this happen is using automations to **send relevant messages to your customers**—making each one feel like you're communicating with them personally. The content of an automation can include any message that you want to send, from a simple "thank you" to a special limited-time offer or a birthday gift. It can come in the form of a push notification, an SMS text message, an in-app pop-up, or an email.

It's a good idea to **personalize these messages** by adding details like the customer's name, purchase details, and updates on how many points they've earned.

How do you know which automations are right for your customers?

A good starting point is to think about your segments and who your customers are. For example, a free hamburger at your restaurant may be a nice treat—but if Steve's purchase history shows that he only buys vegetarian dishes from you, a free birthday veggie burger will offer him a more personalized experience.

You can set an automation to reach customers based on one or more factors like these:

The tag(s) that you've chosen for each customer

Customers' past purchases

Personal details like their birthday

Which branch they usually shop at

How much money they have spent at your business

The type of gifts they've redeemed

3

Use Customer Data to Boost Your Sales

Once you've used your loyalty club to foster customer relationships, use the information that you've gathered to boost your sales.

Three strategies that every chain should try:

The personalized checkout

When a member of your loyalty club goes to check out, your POS shows you essential details about them—including their name, information about the points they've accumulated, and personal details they gave you when they signed up. You'll want to use this information both to upsell and to personalize their checkout experience.

Let's say Sue is checking out at your coffee shop a few days before her birthday, and she has almost enough points for a free cappuccino. Once you see her information at your POS, greet her by her first name and ask her if she'd like to buy an extra dessert so she'll have enough points to get her free cappuccino. Then, wish her a happy birthday and remind her to come back for a special treat on her birthday.

The result:
This adds up to the kind of customer experience that is bound to keep Sue coming back, while giving you a chance to sell her an extra dessert today.

The wake-up call (or text)

Como Sense can sort through the data collected from your POS to give you a list of customers who haven't visited your chain in a while. It's a good idea to use this information to reconnect with these "sleepy" customers.

> For example, send these customers a friendly push notification or text message, telling them your business misses them. Better yet, go the extra mile by offering them a special discount.

The result:
Not only will you show your "sleepy" customers that you're thinking of them, but that discount will help you make more sales.

The VIP treatment

Como Sense makes it easy to offer a more personalized experience to your biggest spenders. It's worth your while to get a list of your best customers, tag them as VIPs, and then offer them special bonuses.

> Create a special menu or catalog just for VIPs—or offer them a tailored loyalty club where they'll get bigger rewards than your regular customers do. If you really want to emphasize how special these elite shoppers are to your business, you could even have a day when you open your business exclusively to them.

The result:
By offering your best customers a more personalized experience, you'll give them serious incentives to keep shopping—while enticing them to become brand ambassadors who will recommend your business to other prospective customers.

Como Sense

Seeing the Big Picture

In addition to using information about specific customers to give them a personalized experience, it's helpful to **use aggregated data from all your customers** to adjust your sales strategy.

Como Sense provides you with the business insights and reports you need to do this. For example, you can see—on average—how much money customers spent at each of your branches on each day of the week over the past three months. You can also see which gifts are most often redeemed, which products are most popular, and which are least popular.

Then, run automations based on the data you've just received. Here are a few ideas:

If one branch tends to attract less business on Mondays, send all of your loyalty club members a text message offering a 10% discount on everything you sell at that branch this Monday.

If your new line of t-shirts isn't selling as well as expected, send your loyalty club a push notification offering a limited-time discount on these shirts.

Let's say you give each new member of your loyalty club an in-app coupon for a free dessert, but you see that few actually redeem this coupon. Try offering a different sign-up gift instead, and see if more customers start joining your loyalty club.

> **Take note:** A loyalty club is a powerful tool for personalized customer experiences and higher sales, and having the right strategy can make all the difference. By getting to know your customers, fostering customer relationships, and making the most of your customer data, you can make sure your loyalty club is realizing its full potential.
>
> For more personalized campaign ideas, check out our guide to loyalty program campaigns.

About Como

Como empowers small and midsize chains to maximize revenue per customer and business growth with Como Sense, the complete customer management solution.

Our Swiss Army knife of tools enables businesses to manage customers in all their locations, engage with them through multiple channels, and deliver relevant incentives that bring customers back.

Como Sense integrates with POS software to create a seamless, cloud-based solution that combines a branded mobile app and rich variety of loyalty programs, deep business intelligence, and connectivity with any third-party services.

Burger King, Quiznos, Conway, and Fox Racing are some of the major chains in Como's client portfolio. Our global partner network includes POS companies such as ICRTouch, MICROS, PAR, and Revel. Como grew out of Conduit Ltd., a pioneering internet company with a 10-year record of success.

Contact us to find out how Como Sense can work for your business.

✉ comosense@como.com   🌐 www.como.com

| 915 Broadway Suite 1002 | 179 Great Portland St. | 2 Ilan Ramon Street |
| New York, NY 10010 | London, W1W 5PL, UK | Ness Ziona, 7403635, Israel |

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