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From Personalization to Individualization: Creating Memorable Guest Experiences

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Bruster's Real Ice Cream

BRUSTER'S real ice cream

Jennifer Brinker

VP of Marketing

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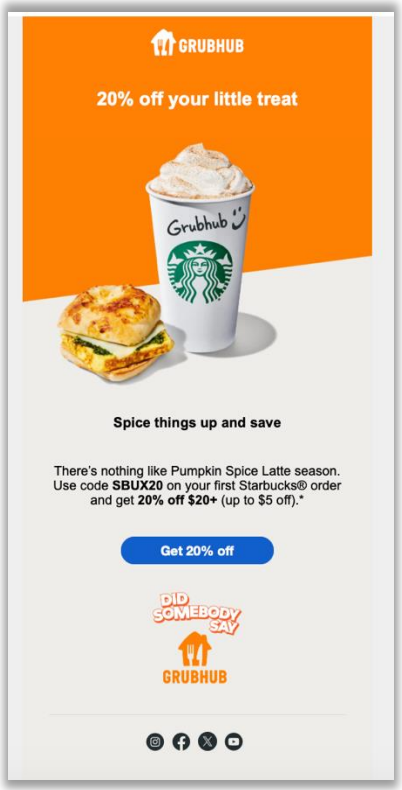
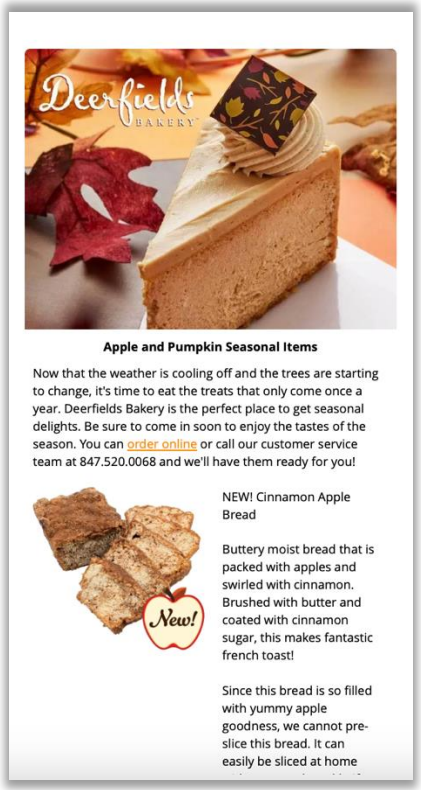
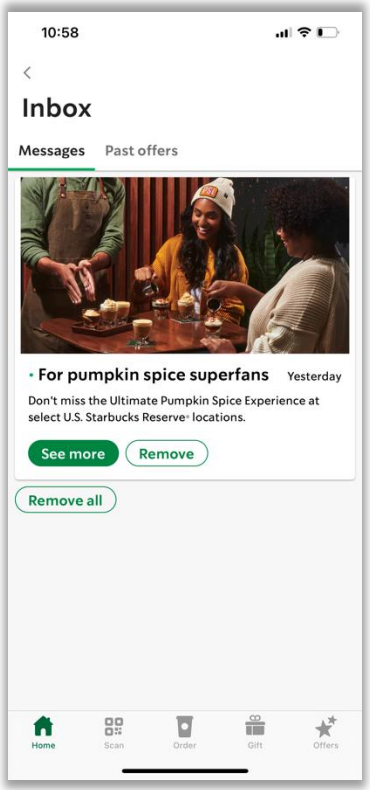
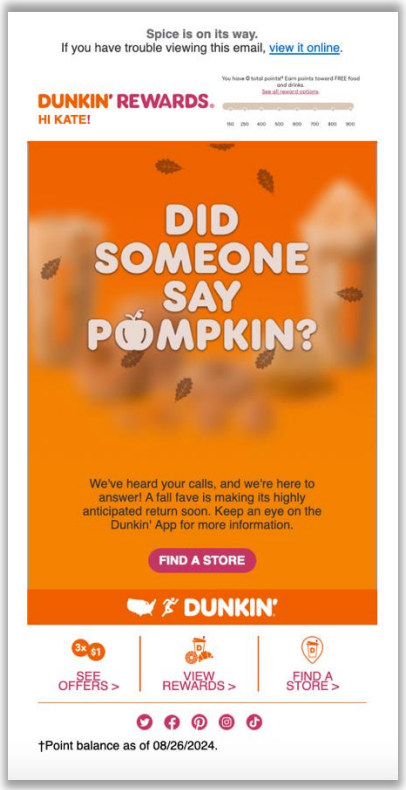
Today's Marketing Communications:









Great, but what if I don't like pumpkin?

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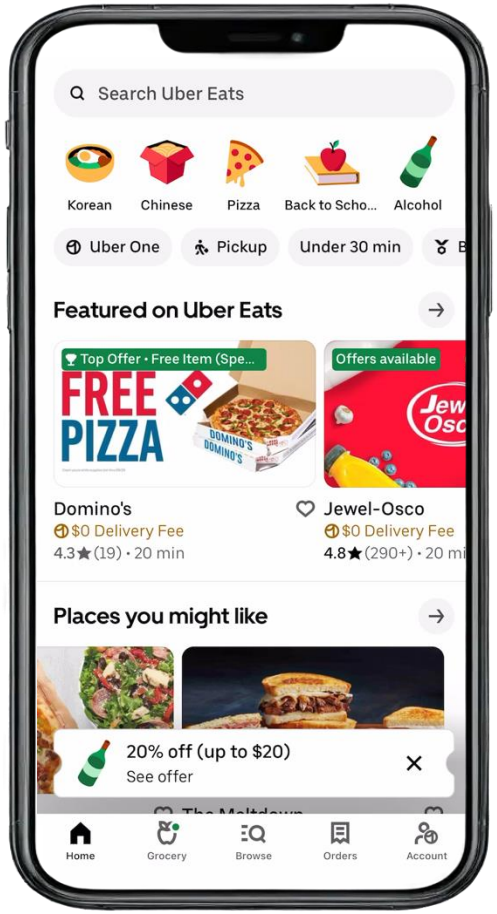
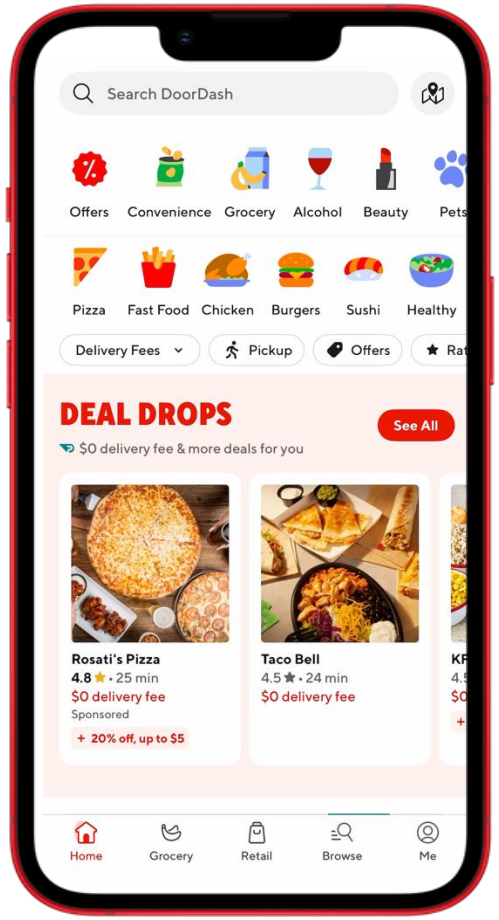
Guest experiences aren’t personalized on marketplaces



Lack of personalization, recommendations not based on previous orders

Even with no previous orders, **the homepage is eerily similar**.



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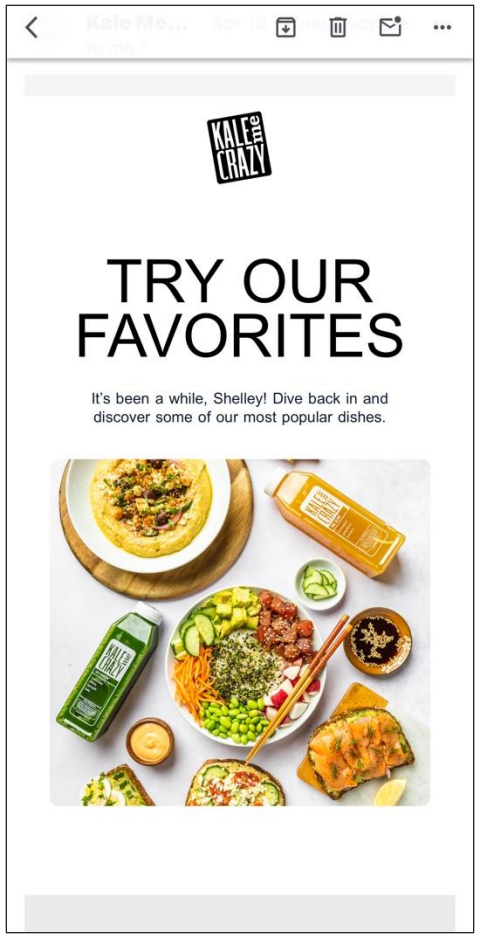
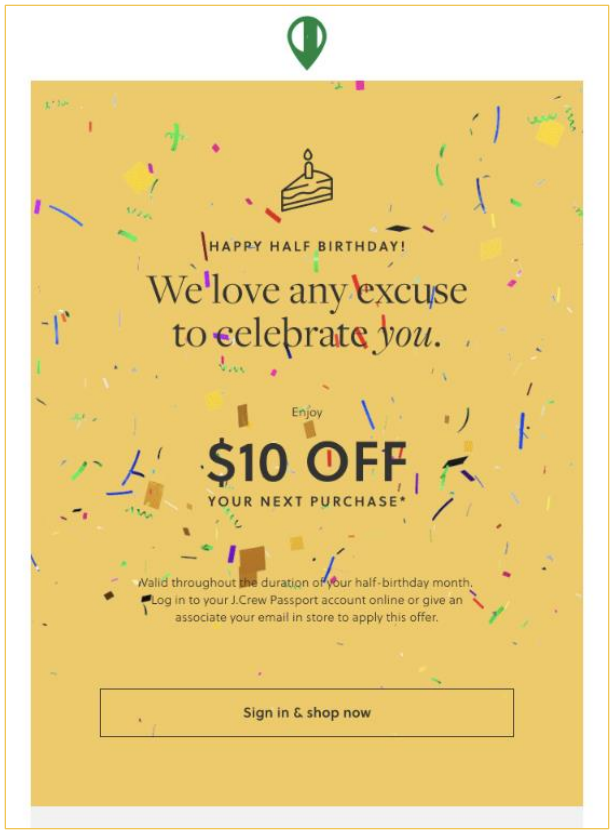
Personalized messages and offers can be effective

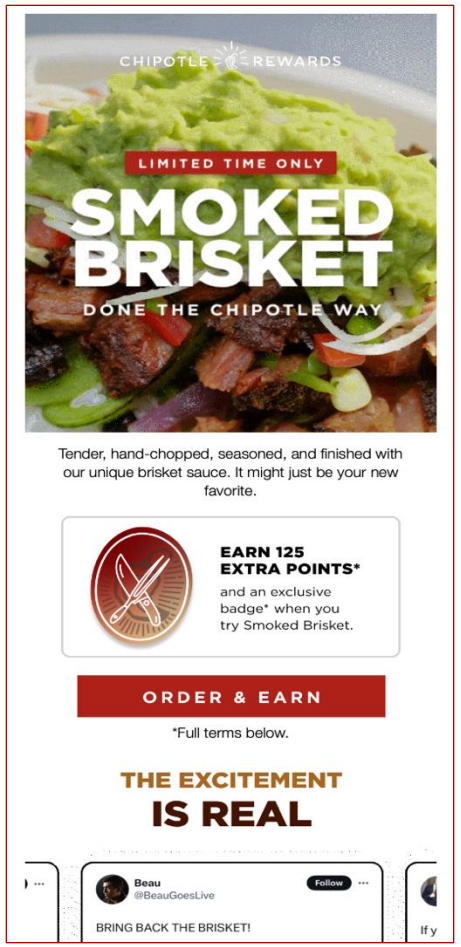
Market to “At Risk” & offer menu items



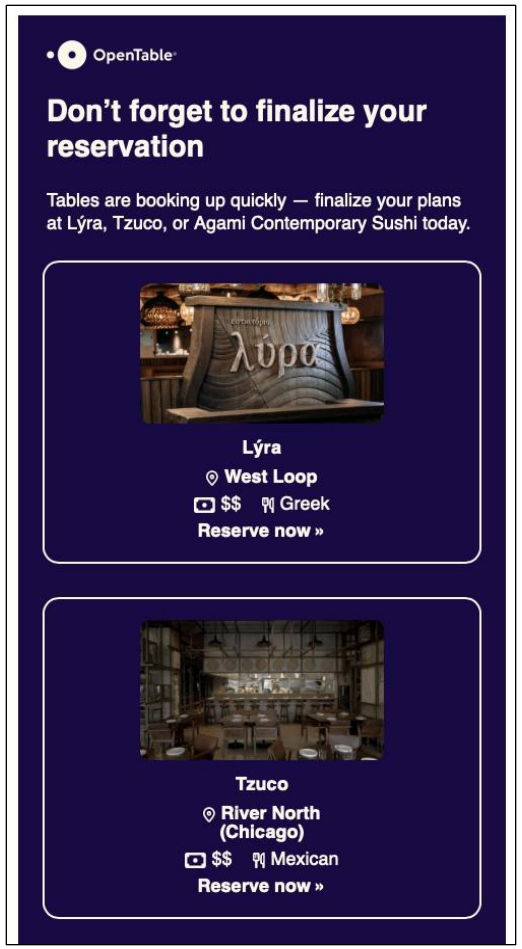
Celebrate birthday or ½ birthday with offers



Promote awareness of LTO



Incent customers to make the final “transaction”



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81%

Of consumers likely to join a loyalty program if offered

52%

Of consumers who currently participate in a restaurant loyalty reward program

48%

Of loyalty members less likely to try a new restaurant in favor of earning points

Source: National Restaurant Association

56%

Of operators say bringing back repeat customers were a challenge in 2023

45%

Of operators expect competition to be more intense in 2024 than 2023

61%

Of limited-service operators plan to devote resources to loyalty and rewards systems

Source: National Restaurant Association

Personalization

Addresses the needs of a group of customers with similar characteristics

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30 years old

Average order spend

Lives in a Chicago zip code

Used the sign-up promotion offer

Orders online 2x a month

Signed up for text only but no response from last 4 texts

Taking basic customer data to tailor messaging to broader segment

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Why change?

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Who is she?

What **menu items** might she like to try?

Which **menu items does she buy during the week** and is it the same or different?

Is it a **household** or **just her**?

What menu items **does she buy together**?

What **flavor profiles** does she like?

What's the **likelihood that she would buy our most popular item** or our latest LTO??

Which menu or offers would **push her to the next loyalty milestone**?

What would **incent her to spend more**?

What **types of promotions** does she respond to?

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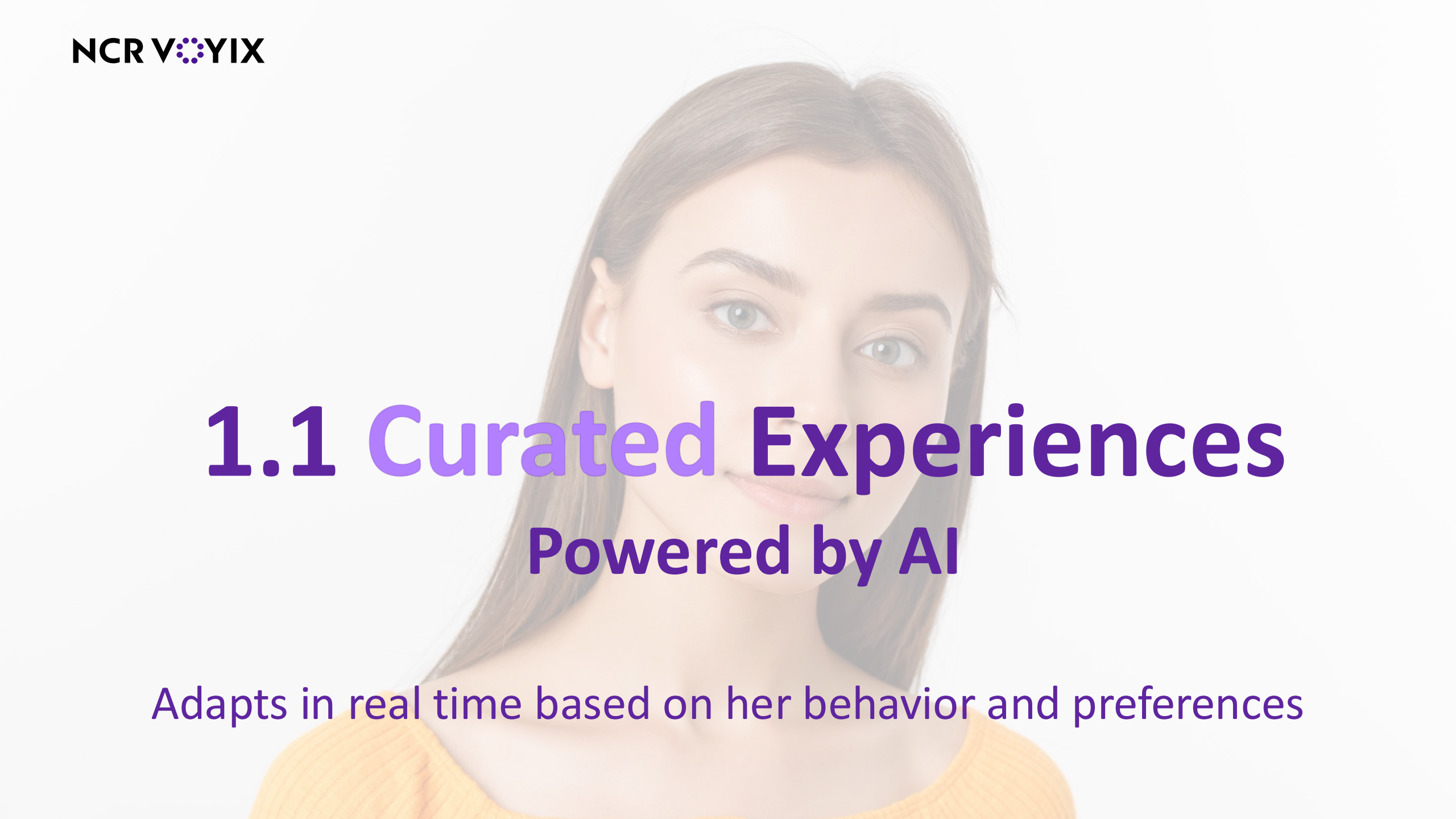

1.1 Curated Experiences

Powered by AI

Adapts in real time based on her behavior and preferences

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Offer Chicken Shawarma Tacos [GF tortilla]

Always wanted to try that!

Gluten Free

Just when I was about to read my email. A new curry flavor?

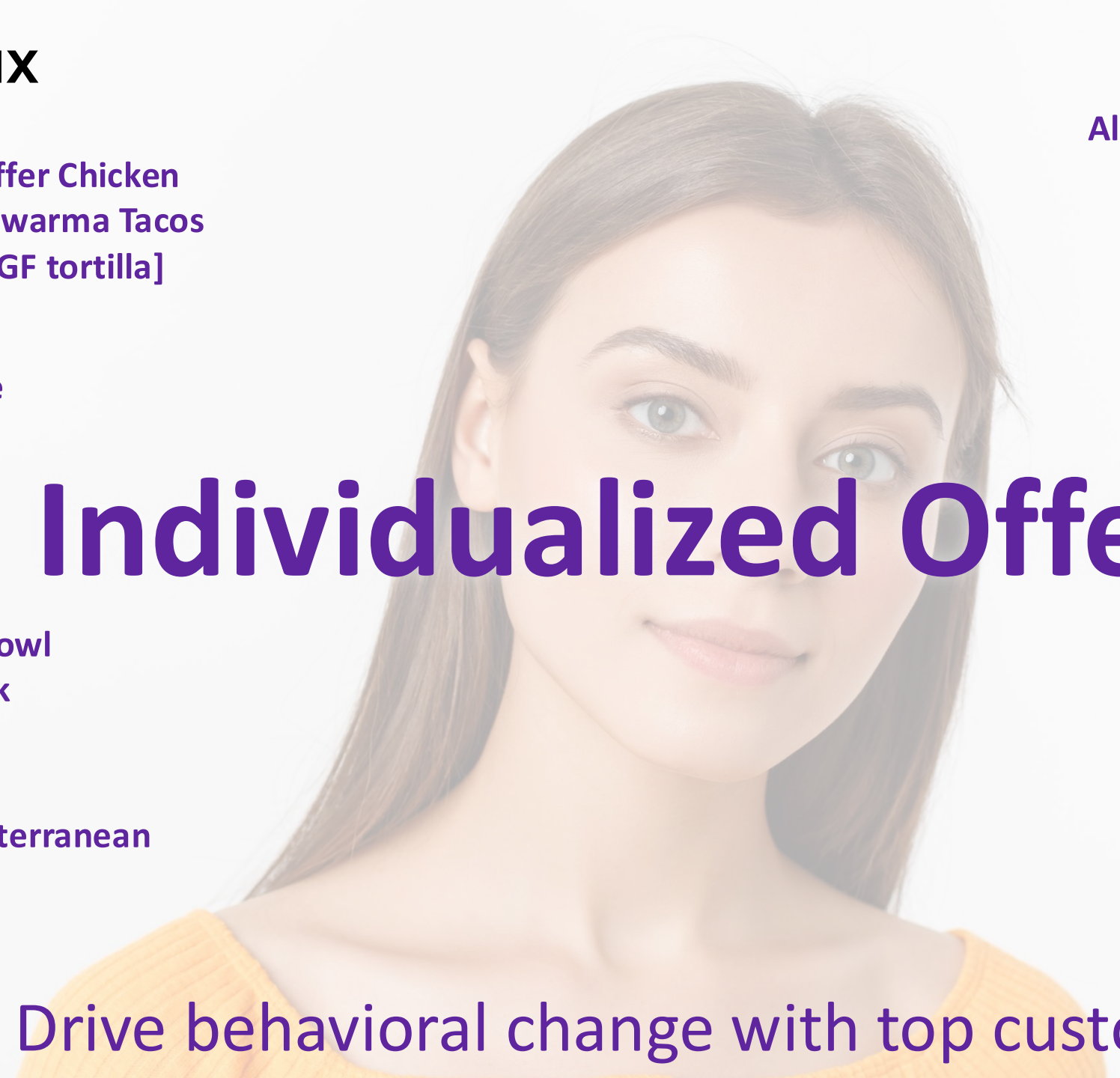
Individualized Offers

Orders Poke Bowl 2x Per Week

Love getting rewards for what I eat.

Love Asian + Mediterranean Flavors

$10 off $50? It's not too soon to order again!



Drive behavioral change with top customers

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Why now?

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The value of embedded Machine Learning in your loyalty and marketing solutions for 1:1 individualization

Use Case:
Customer Segmentation

Leverage predictive modeling on all your data: customer data, all sales and spend behavior data to predict At Risk or Churned before it happens.

Before the customer shows up in your data as such.

Real Examples:

Potential to be “At Risk” or “Churned”

Predicting top customers

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Use Case:
Product Affinity

Leverage predictive modeling to promote items to audiences/segments that are most likely to buy.

Real Example:

Promote the item your top customers buy and increase conversion.

No prior purchase, but likely to purchase your LTO

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AI/ML can increase your confidence of reach by predicting the best time, channel to optimize the communication.

Use Case:
Communication Optimization

Real Example:

Increase engagement rates and speed to open targeted for promotions/offers

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Use Case:
Smarter Campaign Execution

When run against datasets updated near or real-time, your campaigns can execute as the customer becomes active in your campaign segmentation.

Real Example:

Execute At-Risk campaign offers to individuals when the ML predicts “At Risk” or “Churned”

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Should I explore GenAI, particularly Large Language Models?

	SENTIMENT ANALYSIS	CONTENT GENERATION	INSIGHT RETRIEVAL	GENERATE IDEAS FOR CAMPAIGNS
Use cases				
Real examples	Assess segments and manage “At Risk” and “Churned” with attractive offers	Speed up your company voice and tone with personalized messages	Pose business questions that help feed marketing decisions	Create individualized campaigns that you may not be offering

Interrogating large datasets to speed up solutioning for marketing problems

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Why now: What you can take advantage of TODAY

Predictive Machine Learning
vs Rules Based

Introduction of GenAI,
specifically Large Language Models

Reduced costs of
managing large datasets

Less costly headcount

Quicker time to prove value

Take action before the Customer becomes a retention risk
Increase customer frequency and spend with meaningful, individualized offers
Focus on growing top customers, not just top selling items
Increase same store sales

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NCR Voyix Consumer Marketing is an **all-in-one** loyalty and marketing solution that helps brands drive additional **revenue** by **removing the guesswork from customer data** and creating **personalized** offers and communications that **influence guest behavior**.

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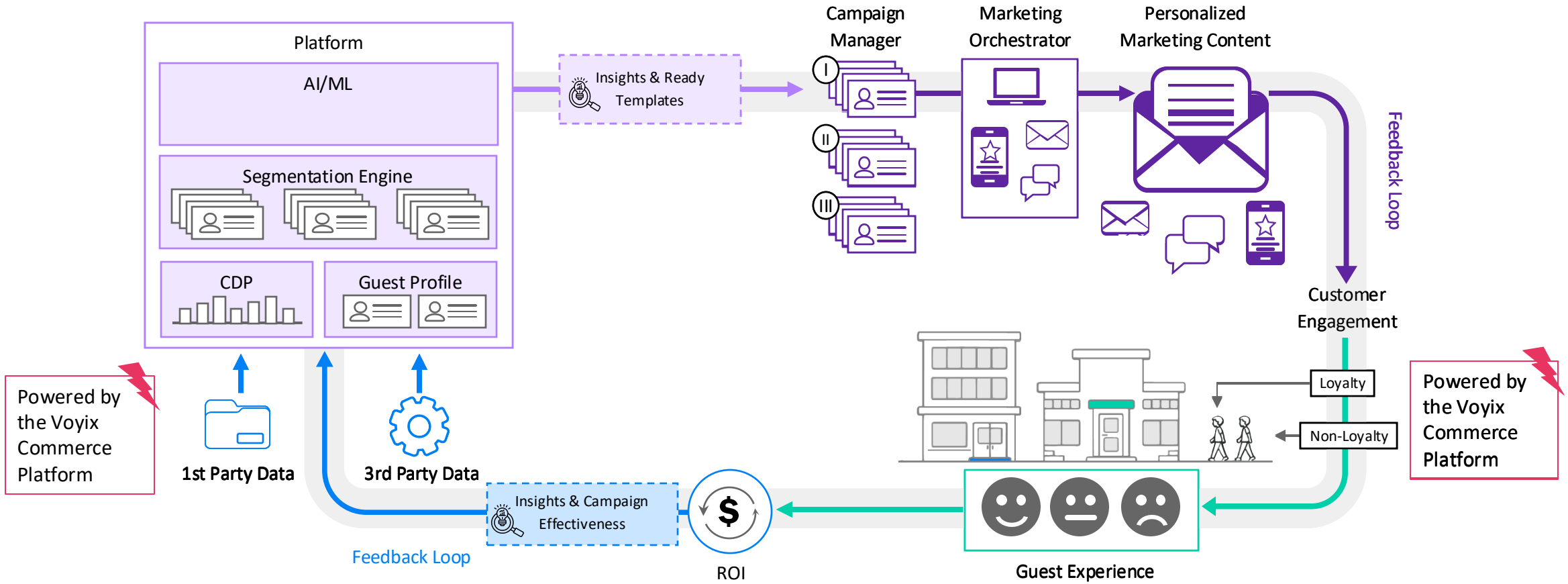
How Consumer Marketing Works



Consumer data | Campaign planning | Guest engagement | Continuous feedback

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How Are We Different?

NCR VOYIX	Others
✓ Customer Data Platform [CDP]	CRM
✓ All transaction data	Just loyalty transaction data
✓ Predicting change	Reporting the news

Get in Touch

Shelley King

NCR Voyix

Executive Director

eCommerce Product Portfolio

Restaurants

Kate Bae

NCR Voyix

VP Product Management

Restaurants