




YUMBI[®]

 www.yumbi.com

BeHeard

A happy customer is a returning customer.

Whilst providing customers with an excellent experience is a top priority for brands and restaurant owners, the reality is that getting this consistently right can be challenging.

*According to a 2019 Gartner Report entitled “**Creating a High-Impact Customer Experience Strategy**”, customer experience drives over two-thirds of customer loyalty - outperforming brand and price combined.*



Immediate customer feedback is important, as it allows restaurant owners to quickly identify and address any issues customers may be experiencing, which in turn can help to improve customer satisfaction and retention. Switching costs for customers to go elsewhere have never been lower, so having a finger on the pulse of their experience is essential to drive customer loyalty and your bottom line.

Based on YUMBI data across several national brands, on average, only 17% of customers place a follow-up order in the 2nd month after being acquired. Even worse, based on the same YUMBI data, only 8% of new customers continue to place orders after the first 12 months of being acquired. It's clear that customer retention is a big problem.

Add to this the fact that it can cost up to 5x more to acquire a new customer than to retain an existing one, and it's clear to see why it's critical to ensure the experience provided to customers, and more importantly, perceived by customers, is understood so that engagements can be performed proactively to improve retention, drive loyalty and hence increase lifetime spend with the brand and its restaurants.



Your Customers. **Your Advantage.**

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The YUMBI Difference

BeHeard is YUMBI's latest customer feedback feature that can be activated on your food ordering app and website. BeHeard is an easy way for your customers to give feedback on their experience, including the ordering process, service, food quality, and overall interaction.

01

The request is proactive

Every customer is asked to provide feedback, resulting in significantly more responses being received.

02

Data insights are immediately available

This means that operational concerns can be spotted easily and interventions can be taken without delay.

03

The results are private

Feedback is sent directly to the brand and restaurant before it's shared in a public forum for other customers to see.

04

Win-back intervention is automated.

Using YUMBI Engage, automated SMS or push messages can be used to send vouchers and win back high-value customers without human intervention.

05

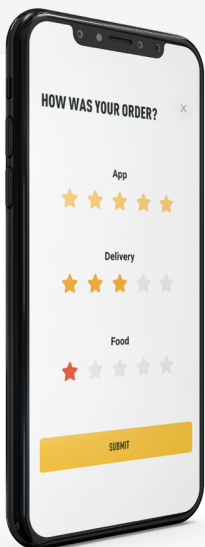
Customers' details are known

Feedback is requested within the ordering app or website they have just used, resulting in faster responses and a direct association with the customer and order.

06

Receive more positive reviews

Traditional feedback channels are biased toward negative reviews. Get a clearer picture by asking your customers for feedback. And providing your staff with more positive feedback is also a great way to motivate them, which ultimately improves staff performance.



Improve your restaurant's operational performance by better understanding how customers are being serviced.



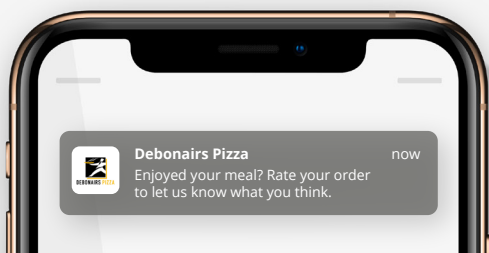
Increase customer lifetime value and improve retention revenue by proactively engaging with all feedback, whether positive or negative.





Respond quickly with the option of real-time compensation vouchers that are locked down to specific customers by leveraging smart Engage campaigns. Based on real-world data, even including a small incentive can increase return rates by 100%

Connect with your customers, effortlessly measure customer satisfaction, and drive revenue



Quick and easy feedback mechanism.

Customers receive a push notification and email 60 minutes after ordering to prompt them to rate their order.



Intuitive questions. The questions will differ slightly depending on the customer's order channel – phone-in, app order, or web order. As well as order type – delivery, collection, or curbside.



No opt-in required. This is not marketing communication; therefore, you can ask for feedback from every customer.



Get insights. View all feedback in one place to get a holistic view of the valuable insights from your customers.



Take Action. Positively use the feedback by improving areas in your business that receive negative or poor feedback.



Build a loyal customer base. Drive revenue by creating loyal customers who see improvements being made through their feedback.

Make your customers feel heard and valued today.

To activate the **BeHeard** feature or to find out more, contact us at connect@yumbi.com for a free demo.

