

The

A B C<sup>s</sup>

of Restaurant Customer  
Relationship Management



Customer service is an integral part of running a successful restaurant. Both a necessity and a challenge, the key to retaining customers lies in customer service. Because, as good as your food is, dining experience and subsequent interactions play a big role in turning your customers into loyal patrons.

The in-store experience was equivalent to customer service for many years, customer relationships were solely dependant on the experiences with wait staff, bartenders, and other person to person interactions. "Service with a Smile," was key.

While this is still true today, restaurants have the opportunity to use technology to improve customer service and build a loyal base of repeat customers. Customer Relationship Management (CRM) tools help business owners manage their customer relationships more efficiently. Let's go in depth on the benefits an integrated CRM tool can have for your restaurant.

## All About CRMs

The goal of CRMs is simple: Improve customer relationships.

Customer Relationship Management (CRM) is a technology for managing your company's relationships and interactions with customers. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability.

With a CRM, you can store customer contact information, sales information, frequent orders, even loyalty program information, in one central location, ideally in the cloud so the information is accessible by many, in real time.

Just like social networking platforms such as Facebook and Instagram, a CRM system is similarly built around people and relationships, which is exactly why it can be such a valuable tool for restaurants.

A CRM solution helps you focus on your organization's relationships with individuals and improves interactions including winning their business, retaining their business, and providing support and additional services throughout the relationship.

**51% of North American companies  
have adopted CRM technology  
- Forbes**





## **B**enefits of CRM for Your Business

We talked some about the customer relationship aspect of CRMs, but let's turn those relationships into revenue. When using a CRM to its full potential, a CRM has numerous concrete benefits for your business:

### **Professional customer management.**

At the foundational level, using a CRM will add a new element of professionalism to the way you manage customer information. Whether you'd keep an address book, a Word file with contact information, or did not track customer details at all; your new CRM system is a big step to professionally managing your customer data.

### **Development of stronger communication channels.**

Once you make the commitment to manage your customers on a CRM system, including keeping up to date contact information, you have the ability to develop consistent communication and distribute it to the right people. A newsletter or series of regular emails is now possible because you have contact information.

### **Identification of new sales possibilities.**

A CRM enables you to use the information you compile to draw revenue generating strategies. For example: when you keep track of your customers regular orders, you can contact them when you have a sale, or offer them first pick of tickets if you have a special event.

**74% of CRM users said their system gave them improved access to customer data**

**- Software Advice**

**Tip!** Use a Customer Display System so customers can enter their contact information at transaction. You will collect more, and more accurate information when customers enter their own information.



## Can a CRM Really Help my Business?

Yes! CRM systems allow restaurants to collect information about their customers, build a database with key details, and use them in order to offer a more personalized experience to loyal customers, reconnect with lost customers, and grow its customer base.

Your CRM can provide valuable insights that enable a restaurant to offer tailored promotions to loyal customers as well as bring back lost customers with enticing offers.

This value is quantifiable. The exact percentages vary, however it is widely agreed upon that CRMs enable businesses to increase revenue and improve customer retention. According to Hubspot, “using a CRM has led to an increased customer retention of 27%.”

**47% of CRM users said customer satisfaction was significantly impacted.**

**- Capterra**



## Develop Deeper Customer Relationships

### **Treat Every Customer As a Regular.**

Keep track of orders and remember your regular customers' favorites. A restaurant focused CRM empowers you to track orders and easily access that information from the POS.

### **Give Your New Staff a Leg Up.**

The first day or two at a new job can be daunting, we've all been there! By providing new staff access to your CRM tools, you can help your team get to know your customers, and in turn, your newbies can treat customers just like your veterans do.

### **Remember Key Details and Wow!**

With smart CRM technology, you can provide a more personalized level of service. Remembering birthdays just got a bit easier with all of the customer details you need together in a central database.



## Exactly How Do Restaurants Benefit from CRM?

The more you know and understand about your guests, the more you can personalize their experience. Providing a personal touch has unique benefits in the restaurant industry.

### **Provide a Personal Touch.**

Creating a memorable moment leaves a lasting impression on customers. Further, personalized correspondence, such as a birthday email, provides ongoing personalization, that keeps your restaurant top of mind.

**Increase the Upsell.** When you have detailed customer data, you can draw insights to help your bottom line. Are many of your customers opting for one side dish over the rest? Offer a combo with your customers' favorites!

### **Take Your Time Back.**

CRMs cut down on the time spent managing customer relationships and customer data, allowing you to get back to managing your restaurant.

### **Again, Details Matter.**

Keep track of anything that's important to your customers, from meals and drinks, to favorite tables. Everybody wants to be treated like a friend, a CRM helps you do so, even if you have a high volume of customers.

**CRM applications can help increase sales by up to 29%**  
- Salesforce







## inding the Right CRM for your Restaurant

CRMs are not one size fits all. From free software to CRMs that charge monthly, there is a wide range of software available. When evaluating CRMs, Restaurants should think about:

- Is it built for a business my size?
- How easy is it to use? Can I easily train employees?
- What features are available to help me with sales, marketing and other aspects of my business?
- How easy is it to integrate with other solutions I already use?
- What limitations are there to using the software?
- What is the total cost of the software?
- What type of security features does it have to protect my business' and customers' data? How is my data backed up in the cloud, and can I access it immediately?
- If I need help, what type of customer service do you offer? Can I reach you anytime, or is there a long turnaround period?

## ive Your CRM a Boost with a POS

The flexibility, security, and customization offered by CRM systems makes them powerful tools for any business. But how could a CRM system be even more useful?

A Point of Sale. A POS system, like Revel Systems, takes your business to the next level with heightened operational control and improved efficiency. With integrated features including sales reporting, loyalty program functionality, and more, your POS becomes a hub for customer management.



## ere's Why Your CRM Choice Matters

Choosing the built-in CRM tool with Revel Systems empowers you to delight your customers, improve efficiency, and increase revenue. Revel's CRM is your hub to manage your customer relationships.

With Revel, you can better manage customer details. But that's just the start, you also have the ability to create customer groups that come in handy when distributing promotions.

For example, do you have customers who come in multiple times a week? Create a VIPs group and send them a thank you discount code every once in awhile to thank them for their business.

This is possible with the Campaigns feature. Create discounts within the Management Console, craft personalized messages, and send a text or email to your loyal customers! The Campaigns tab pulls together all of these details for easy deployment.

You have the ability to manage and engage your customers from Revel's CRM to help you achieve the key goal, providing your customers the best experience and service possible.



## About Revel Systems

Revel Systems is the POS and platform built to help businesses achieve their goals. Improving day-to-day operations and fueling merchant growth, Revel's streamlined ecosystem pairs an intuitive point of sale with powerful management tools, integrating inventory management, employee management, sales reporting, and more into a single platform.

Revel works with businesses of all sizes, from small merchants to global enterprises, that are looking to implement cutting-edge technology that helps increase revenue, improve efficiency, and enhance experiences for employees and customers. Founded in 2010 with headquarters in San Francisco, Revel is a leading member of the Apple Enterprise Mobility Program. For more information please visit [revelsystems.com](https://revelsystems.com).

To learn more about Revel Systems Point of Sale platform, please visit [revelsystems.com](https://revelsystems.com).

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Phone: +1 (415) 744-1442 US



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