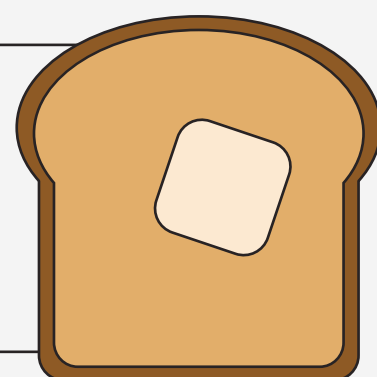


# WHY CUSTOMER LOYALTY IS CRITICAL FOR RESTAURANTS

Loyal customers are the bread and butter of restaurants.



Just how important are returning customers to a restaurant's profitability?

## HOW DO REPEAT CUSTOMERS INCREASE PROFITS?

Loyal customers account for:

1/3 of your restaurant revenue



If you increase repeat customers by 5%:

You can increase profits by 25% to 125%.

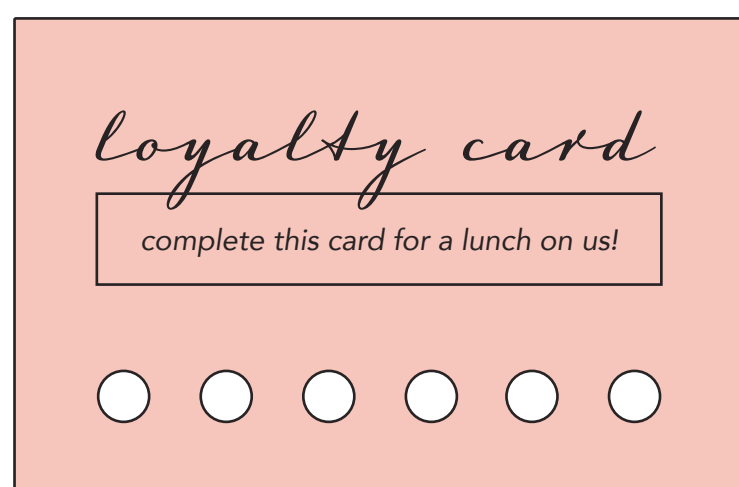
25%

100%

125%

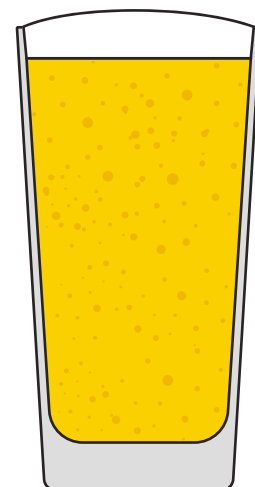
## WHAT BRINGS PATRONS BACK?

Loyalty programs:



57% of adult consumers are more likely to visit restaurants that offer reward programs.

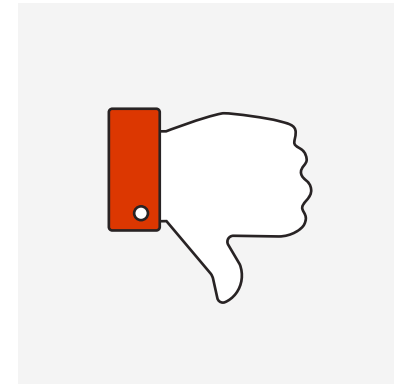
Personalized service:



50% of restaurant patrons would like their servers to remember their favorite drink.

## WHAT PREVENTS THEM FROM RETURNING?

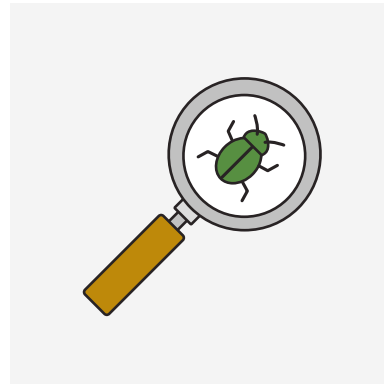
70% of customers:



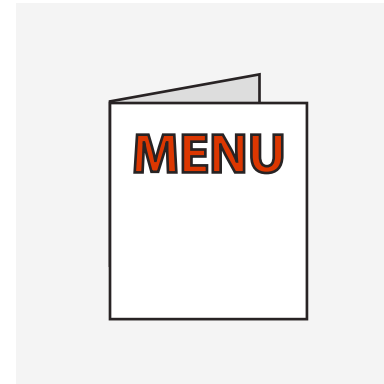
Poor customer service



Subpar food quality



Unsanitary conditions



Lack of menu options

51% of customers will not revisit a dining establishment after one negative experience.

