# Customer Engagement Best Practices

You have deployed a Customer Experience Program, now what? How do you get your customers to engage and leave you feedback?

Here are some of the best practices that you can use to make your program successful:

Benbria Loop

## 1. Map Your Customer's Journey

- From the point of entry to the point of exit where do your customers engage with you?
- What is the first thing they see when they enter? (Can you add a QR code on a poster, a kiosk or a QR code sticker?)
- Is there a washroom you manage?
- Is there a dine in location?
- Are there any other operations that you are running? (Break rooms etc.)
- What Point Of Sale (POS) system do you use (can you integrate on the bottom of the receipt)?
- Can you engage on the packaging?
- Do you use a mobile app?

## 2. Be Where Your Customers Are

- Choose channels that customers use regularly- Email, SMS, Social Channels
- Have a kiosk at key locations. Kiosks offer 9x more engagement than any other channel.

## 3. Respond, Respond, Respond

- Everyone wants to be heard from. Whether it's negative or positive, acknowledge the feedback you receive and people will be more inclined to do it again

## 4. Location-Based Reporting

- Look at each location as individual customer experience programs. Analyze the data collected from each location to determine any changes that need to be made.
- An always-on feedback tool helps to support all customers in each location by offering the ability to close the loop on in-the-moment feedback and not just doing a pulse check on the clients.

## 5. Gamify the Experience

- Can you run a contest to encourage customers to leave feedback?

## 6. Motivate Frontline Staff

- Use Loop Scoreboards to show real-time feedback from customers and understand how you're doing today
- Use as a way to highlight exceptional employees and create an opportunity for kudos and staff incentives internally.

## 7. Add Promoware at Key Touchpoints

- From tent cards to posters to stickers make sure the CX program is visible to everyone that comes into contact with you.

## 8. Consider Changing Up Your Survey Questions

- If you are always asking the same questions on your surveys, your feedback request can get repetitive and dated. Try adding survey questions that are more relevant to the experience. You can ask them about a number of things, including: daily specials, sustainable food options or even the packaging their meal came in. All this feedback can help you make key business decisions that are in line with the customer expectation.