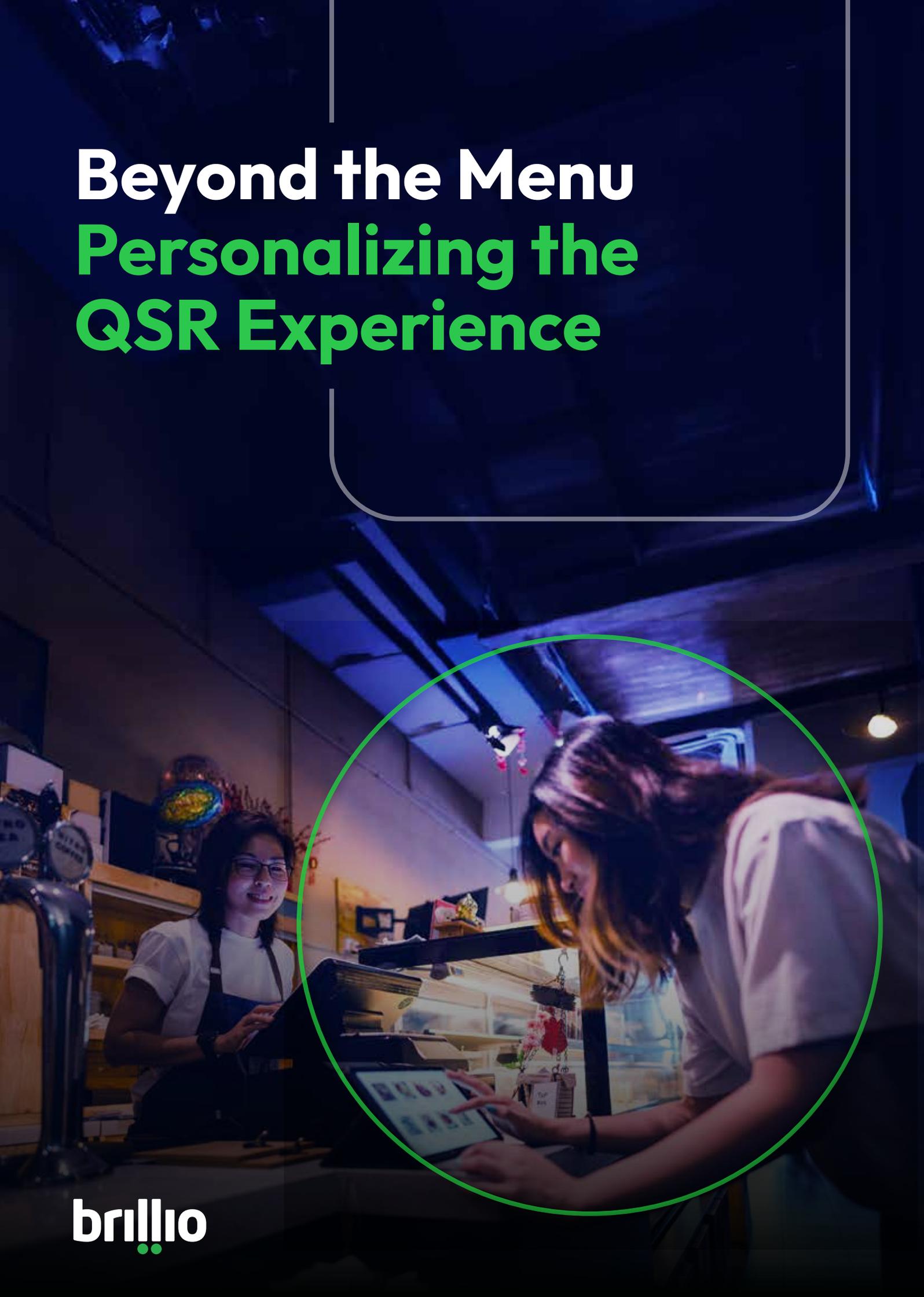# Beyond the Menu
Personalizing the QSR Experience

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The QSR Landscape: A New Era of Personalization

Personalization in QSRs transcends traditional demographic segmentation, ushering in an era where hyper-personalized strategies shape every customer touchpoint. When restaurants master the delicate balance of timing and relevance through real-time, behavior-based insights, they create compelling moments that distinguish them in a crowded marketplace, turning casual diners into passionate brand advocates.

However, quick-service restaurants face a pivotal challenge: while brands have access to troves of customer data, many still rely on broad-brush marketing approaches, unable to deliver the personalized experiences that modern consumers increasingly demand.

When customers interact with a brand—whether placing an order or browsing menu options—they expect instant, relevant recommendations. Legacy systems and fragmented touchpoints, from mobile apps to drive-thrus or third-party delivery platforms, often create disconnected experiences that erode customer loyalty rather than enhance it. Generic offers and promotions further dilute efforts to build lasting relationships.

For QSR brands to flourish in this evolving landscape, personalization must shift from a nice-to-have feature to a fundamental business strategy, leveraging data and technology to deliver seamless, individualized experiences that captivate and retain.

Personalization Trends Shaping the Future of QSR

Predictive Personalization: Advanced AI and machine learning algorithms now anticipate guest preferences with remarkable precision, allowing restaurants to present perfectly timed offers that feel almost intuitive. These systems learn from each interaction, continuously refining their ability to predict and delight.

Real-Time Contextual Engagement: Smart personalization adapts fluidly to each guest's environment and circumstances. From suggesting warming beverages on frosty mornings to promoting light, refreshing options during summer heat waves, these contextual touches transform routine visits into thoughtfully curated experiences.

Omnichannel Personalization: A seamless personalization strategy weaves through every customer touchpoint—mobile apps, digital kiosks, drive-thrus, and in-restaurant dining. This approach ensures that whether a guest orders through their phone or steps up to the counter, their preferences travel with them, creating a fluid, familiar experience.

Experience-Centric Personalization: Moving beyond traditional transaction-based engagement, innovative QSRs now craft immersive, personalized journeys. Through custom-crafted menu suggestions, exclusive rewards, and unique dining experiences, restaurants forge emotional connections that transform casual diners into passionate brand advocates.

Brillio's Blueprint for Solving Personalization Challenges

Through strategic co-investment and collaborative innovation, we develop solutions alongside our clients, sharing both the vision and accountability for transformative outcomes. Our personalization framework amplifies your extensive data capabilities, crafting experiences that delight guests while delivering measurable business impact.

Brillio's Personalization Framework

1. Advanced Micro-Segmentation

- Utilize cutting-edge AI to create dynamic, behavior-driven customer segments that go beyond standard demographics.

- Develop precise, actionable profiles using transactional data, preferences, and behavioral patterns.

- Continuously refine and adapt segments in real-time, responding to evolving customer behaviors and emerging trends.

2. Personalized Engagement Strategy

- Design tailored campaigns that resonate deeply with each micro-segment, ensuring communications and offers are uniquely relevant.

- Deploy smart recommendations, such as personalized upsells and cross-sells, based on individual preferences, purchase history, and contextual factors like time and location.
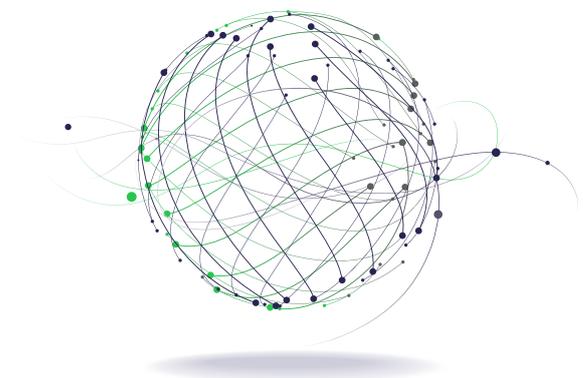
3. Cross-Channel Personalization

- Deliver seamless, personalized experiences across mobile apps, kiosks, drive-thrus, and delivery platforms.
- Ensure customers receive consistent, relevant messaging and offers, no matter how they engage with your brand.
- Integrate personalization throughout the customer journey, from the first interaction to post-purchase follow-ups, creating a unified and engaging experience.

4. AI-Driven Real-Time Personalization Engine

- Develop an advanced decision-making engine that dynamically adapts to each customer's immediate needs, delivering highly relevant offers, suggestions, and promotions in real-time.

- Leverage AI-powered predictive analytics to recommend items even before the customer considers adding them to their cart, enhancing convenience and delight.

5. Context-Aware Offers and Recommendations

- Personalize recommendations not just based on past behaviors but by incorporating external factors such as local events, weather, or seasonal holidays.

- Create hyper-relevant offers that align with a customer's immediate context—such as a hot drink on a chilly day or a snack when they're near a one of your locations.

Co-Investment in Personalization Solutions:
At Brillio, we go beyond service delivery—we co-invest with you in designing and deploying personalized engagement strategies. Our commitment ensures we have a vested interest in driving impactful outcomes.

Shared Accountability for Results: Our teams will work as one to achieve measurable goals, co-owning key performance indicators such as conversion rates, average order value, and customer retention. This shared accountability ensures transparency and focus on tangible success.

Collaborative Innovation for Long-Term Loyalty: Through our joint efforts, we ensure personalization strategies not only meet immediate business objectives but also pave the way for future innovation, fostering deeper customer loyalty and sustainable growth.

Practical Applications for Agentforce in Service Delivery

Marketing Metrics

- **Higher Click-Through Rates:** Personalizing customer touchpoints drives stronger engagement, increasing interactions with offers.

- **Improved Conversion Rates:** Tailored promotions result in higher purchase rates and fewer abandoned carts. Brillio delivers up to 40% improvement in GTM, driving more effective campaign launches.

- **Enhanced Campaign ROI:** Data-driven personalization ensures marketing investments are focused on strategies that deliver measurable outcomes while being up to 25% more cost-effective.

- **Increased Engagement Metrics:** Personalized experiences foster more frequent customer interactions, leading to longer app usage and increased time spent per visit.

Business KPIs

- **Higher Average Order Value:** Personalized upselling and cross-selling maximize the value of every transaction.

- **Increased Customer Lifetime Value:** Delivering consistent, relevant experiences strengthens loyalty and drives repeat purchases over time.

- **Better Customer Retention:** Personalized offers, rewards, and communication keep customers engaged and improve retention.

- **Greater Visit Frequency:** Relevant recommendations and targeted promotions encourage customers to return more often.

- **Revenue Growth:** Personalization enhances both top-line and bottom-line growth by driving higher transaction values and visit frequency.

- **Improved Loyalty Program Engagement:** Tailored loyalty offers deepen customer relationships and boost participation.

Operational Efficiencies

- **Optimized Marketing Spend:** Focused, data-driven campaigns reduce waste and maximize ROI.

- **Inventory Optimization:** Personalization insights enable better demand forecasting and inventory management, minimizing waste and boosting profitability.

- **Operational Streamlining:** AI-driven automation reduces manual effort, enhancing campaign execution and improving the overall customer experience.

Maximizing ROI on Personalization

Having robust data capabilities provide a solid foundation for delivering exceptional customer experiences and unlocking deeper insights to create actionable personalization strategies that resonate with individual preferences and behaviors.

By leveraging extensive customer profiles and detailed purchase data, your organization is well-positioned to align its personalization initiatives with its broader strategic objectives. This ensures that every interaction is meaningful and tailored, enhancing customer satisfaction while driving business growth.

By fully utilizing data infrastructure and focusing on innovative, customer-centric solutions, you can lead the way in the QSR sector by creating loyalty-building experiences. These efforts not only set the brand apart in a competitive marketplace but also pave the way for long-term growth and sustained customer engagement.

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ABOUT BRILLIO

At Brillio, our customers are at the heart of everything we do. We were founded on the philosophy that to be great at something, you need to be unreasonably focused. That's why we are relentless about delivering the technology-enabled solutions our customers need to thrive in today's digital economy. Simply put, we help our customers accelerate what matters to their business by leveraging our expertise in agile engineering to bring human-centric products to market at warp speed. Born in the digital age, we embrace the four superpowers of technology, enabling our customers to not only improve their current performance but to rethink their business in entirely new ways. Headquartered in Silicon Valley, Brillio has exceptional employees worldwide and is trusted by hundreds of Fortune 2000 organizations across the globe.

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