

# 5 TIPS FOR BUILDING CUSTOMER LOYALTY



1

## Atmosphere is everything

Everyone from bus boys to chefs should be able to recognize repeat customers and call them by name.



2

## Reward Repeat Customers

Offer a customer loyalty card or coupons for a discount on their next meal purchased.

3

## Start a Newsletter

Send out offers for discounts and special 'group' purchases or birthday discounts in a newsletter.



4

## Giveaways

A random once a month door prize raffle where a diner will receive a free meal for two, or free dessert with their next purchase.

5

## Reward Referrals

A coupon for free desserts or even something as simple as a thank-you letter; something to let your customers know you appreciate their support.



# Building Customer Loyalty

**R Barnett**



## **Building Customer Loyalty:**

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