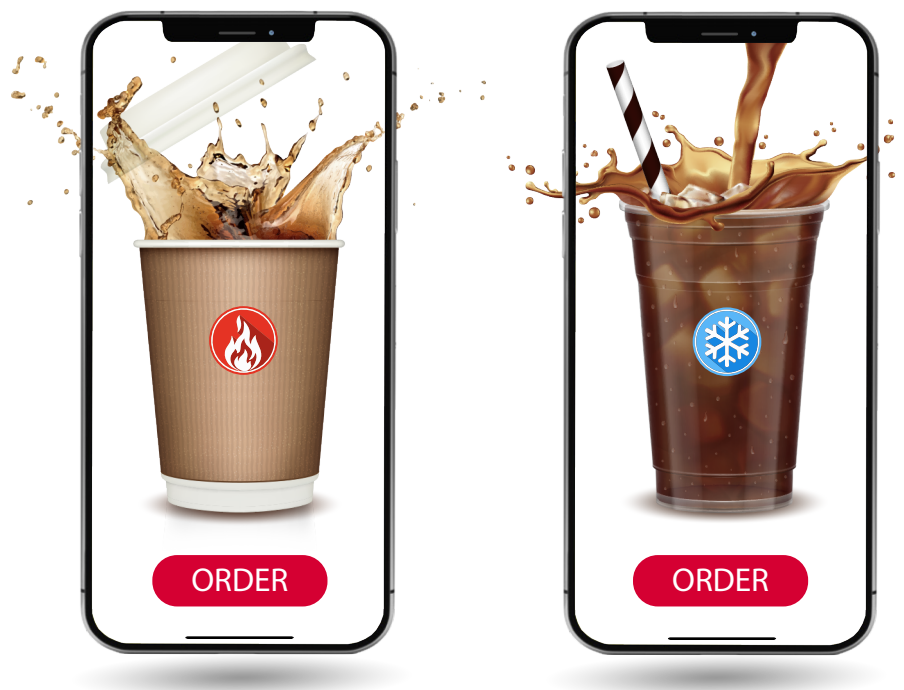


# Personalizing Guest Messaging with Order Preference Scores



## The Challenge

A quick-service coffee brand has been looking for ways to greater personalize their interactions with guests based on their order history.

## The Recommendation

After reviewing differences in guest behavior, S&A identified two scores to provide greater opportunities for personalization. The Hot/Cold beverage preference and Order Ahead preference scores were created to facilitate this goal.

## The Results

After providing analysis around how guest preference for hot/cold drink and ordering ahead vs in-store overlaid with guest frequency and retention, S&A found that guests who have a strong established preference for either hot or cold drinks or to order ahead or dine-in are the most loyal customers.

S&A recommended marketing to the extremes of the preference score profiles based on their established preference. For guests who have a slight preference on either spectrum, S&A recommended marketing driving stronger engagement with that preference, with the goal of creating a stronger preference which will drive stronger engagement. For guests with varying preference, S&A recommended allowing for them to switch; these guests have high engagement metrics (frequency and retention) and are prime audiences for product trials.