

# 5 New Ways to Engage with your Customers and Make More Money



The world has changed dramatically very recently and this has created new opportunities to engage with your customers in new ways. Companies that embrace these new opportunities will find that they can unlock new revenue that did not exist before. To grow your business with these new engagement opportunities, first you need to become aware of them. Then, you need the right tools and mindset to easily unlock these new revenue opportunities. Doing so will transform your business and it is easier to do than you think.

Your customers expectations have also changed since the pandemic started and will continue to have long lasting effects on your business . Customers want that same personal touch in your offerings but also want more convenience. We're going to let you in on a little secret: how to not only meet the changing expectations of your customers, but also how to turn them into new ways to engage with your customers and make more money.

Here's how with 5 easy steps:

## **1. Real-time and localized adjustments to your menu**

The adoption of QR codes to display digital menus happened in the blink of an eye. Before QR codes were adopted for displaying digital menus, making changes to the menu was costly and took a long time to roll out. However with digital menus, this now gives companies the ability to make changes in real-time and without the printing and logistics costs.

Having this dynamic ability to present your offerings is a huge advantage to be able to respond at the speed of your business needs. You can immediately remove items off the menu that have

run out before letting down a customer or improve the placement of a menu item that you need to sell more of.

If you have multiple store locations you can manage different menus with different items and even different placement of items on the menu instantaneously. Your digital menu can be much more than just a static and uniform menu and you can unlock this opportunity with the right solution. Your menu should be your best salesperson.

## **2. Double the sales of your products by promoting them in your digital menus**

Most companies today are simply using QR codes to redirect their customers to a webpage displaying their digital menu. But what if this touchpoint could be more than just a digital menu? What if it's an opportunity to engage and communicate directly with your customers?

By promoting certain products and offers when a customer scans your menu QR code we have proven that the **sales of those promoted items more than double and sustain those levels week after week.**

Read more about how Lucille's BBQ more than doubled their new dessert sales using CIELO.

## **3. Promote your products and events through your TV displays**

Most businesses use their TVs to show news or sports channels to keep their customers entertained so they stay longer and spend more money. But what if your TVs could also promote your products and sell even more?

[With a simple solution](#) you can easily set up your existing TVs to display your own content side by side with the entertainment channels. Whether it's an engaging image of your latest product, a special event you want your customers to come back to, or the benefits of your loyalty program, you can turn your TVs into revenue producing assets for your business.

This same solution will also display the content on your customers' smartphones when they scan your menu, putting you in control of your customer experience and drive more business.

## **4. Sell advertising on your TVs**

Now that you have the ability to control and display the content you want on your TVs, there are other ways to use them to make your business more money. In addition to being able to promote your own products, events, and customer programs on your TVs, you can also offer time slots to your existing business partners to promote their products.

There are easy to implement solutions that will allow you to do that. In fact, if you want to earn even more advertising revenue, there are companies that can broker potential advertisers to advertise in your place of business. Selling advertising is a simple way to turn your TVs into revenue producing assets.

#### **5. Solve your customers' problems before they turn into negative social media reviews**

Your customer's voice is one of the most impactful drivers you can use to make more money. Customers love to tell you about how much they love your new product, but they also are not afraid to tell you when their expectations are not met. Harness their voice by providing your customers with an easy way to provide you feedback at the time they are experiencing your products.

There are software solutions that will provide your customers an easy way to submit feedback from their smartphones while they are engaging with your business and provide that feedback to your staff in real time. Now you can immediately respond to and promote the products that are getting the best feedback as well as address any issues that happen at the time of when they happen before they become negative reviews on social media.

There you have it, the secret sauce that will set your business up to stay ahead of your customers' needs in this new world and make you more money. By following these 5 easy steps, you'll be leaps and bounds ahead of your competition. While they are falling behind on meeting their customer's new and evolving expectations, you will be WOWing your customers with the most impactful customer experience and growing your business.

#### **Want to learn more about how you can engage with your customers and make more money?**

CIELO's suite of software solutions enable businesses to unlock new revenue opportunities by delivering game-changing customer experiences. Our easy-to-implement software delivers your most consistent and impactful brand messages to your customers so you can make more money. See how thousands of customers in over 50 countries have transformed their business with CIELO. [Book a free assessment today.](#)