

# ChowNow Turns Performance Data Into Customer Delight



## Building a better customer experience

To enhance its client experience and deliver the in-depth performance data its restaurant partners desire, ChowNow's team wanted to send personalized monthly dashboards straight to clients' inboxes.

The organization needed a way to deliver engaging, visually appealing emails that displayed accurate information about the opener's account in a way that was manageable and scalable.

## ChowNow and Liveclicker: A seamless combination

Using Liveclicker's real-time personalization tools, the process of building, editing, and sending monthly wrap-up emails is seamless from start to finish.

The first week of every month, clients receive in-depth breakdowns detailing metrics like sales made by hour/day, monthly activities, app performance, loyalty program performance, and more straight to their inbox. Not only do the emails display the numerical data, but they also deliver custom images and graphs to make the information more digestible and easier to understand. Every piece of data is automatically populated and dynamically updated at the moment of open, allowing the ChowNow team to deliver 1:1 personalized content month after month without significant manual effort.

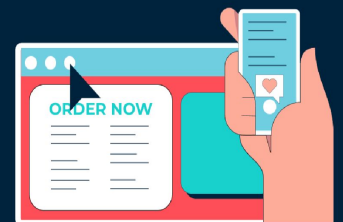
## The results

More than anything else, ChowNow's clients love the deeper level of insight they have into how well they're performing on the platform. And ChowNow's marketing team loves how they can deliver all of these insights without additional time and resources. For them, it's as simple as updating the subject line every month!

Now, the brand is testing other areas of opportunity for dynamic content and moment-of-open personalization, including an in-email poll to capture feedback from clients.

### Owned Channels

Here's where your customers placed online orders through your direct branded platforms.



Allowed for 1:1 personalization without additional time and resources

Increased client engagement and email response rates

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“Now we can send completely personalized emails to every single customer, which is amazing. We chose to work with Liveclicker over other competitors because of how well we partner with their team. Everyone—from customer support to CSMs—is willing to jump in and help us succeed. We highly recommend Liveclicker!”

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