

Six strategies for connecting with your customers

65%

of GB consumers agree that eating & drinking out is still as important in their social life as it was before the cost-of-living crisis.

CGA by NIQ Research Jan '24



74%

of GB consumers now describe eating/drinking out as the treat they most look forward to.

According to the Aviatrrix female research community, COVID forced us to find more innovative ways to build connections and for most a renewed appreciation for in-person interactions. So we asked the community:

What are the magic ingredients for building meaningful connections that spark joy and happiness?

41%

QUALITY EMOTIONAL CONNECTIONS

For women meaningful connections are made when emotions are welcome and personal qualities such as humour, mutual respect, interest in each other and honesty is present in social situations.

23%

SOCIAL DYNAMICS & INTERACTIONS

Being good company, having a meaningful conversation and being compatible with others is key to building meaningful connections for women

35%

SAFETY & COMFORT

Feeling safe to relax in a space that has an easy ambience and comfortable environment is vital for women to build connections with friends. The people, food and drink, great music and the venue are all important physical and material aspects of creating a safe and comfortable environment.

Six strategies to ensure your guests can make meaningful connections that make them want to return:

Design warm and inviting spaces that facilitate comfortable engagement, curate social events that bring people together over shared interests.

Build strong foundations of safety and comfort to encourage relaxation with high standards of cleanliness, acoustics that enable you to interact where you can listen and not be obviously overheard and quiet zones for those that are sensitive to noise or looking for intimacy.

Encourage feedback and interaction and foster a culture of inclusivity making everyone equally and obviously welcome.

Use technology thoughtfully to increase engagement but not stress!

Personalise the experience by training the team to recognise and celebrate loyal guests – offering recommendations and engage in genuine, friendly conversation whilst being respectful of the dynamics of the group.

Offer meals and menu choices that create interaction and sharing amongst the group to increase the emotional connection within the whole experience.

If you want to know how to create more connections between you and your customers, book in a discovery call at www.aviatrrix.co.uk

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