

How technology can create the best customer experience

James Greco



James Greco

Sales Engineer





Our mission

“Lightspeed’s mission is to
bring cities and communities to
life by powering independent
business.”

Dax Dasilva, CEO





**Customer experience is at the
core of everything you do**



What's in store for today...

1. Loyalty
2. Communication
3. Mobility
4. Data
5. Online Presence



A pair of black sneakers with black laces, positioned vertically on a dark background. The sneakers are the central visual element, with one shoe slightly behind the other.

Loyalty Programs

Turn one-time visitors into repeat business.

Why are loyalty programs important to customer experience?

- Everyone likes a discount
- Personalize offers
- Customer engagement



Why are loyalty programs important to business owners?



**Increase
ROI**



**Bring customers
back**



**Please
customers**



Modern Loyalty

Apps, web, and SMS

- Access to points
- Analyze data
- Marketing



A pair of black sneakers with black laces is positioned on the right side of the image, set against a dark grey background. The sneakers are shown from a top-down perspective, with one shoe slightly ahead of the other.

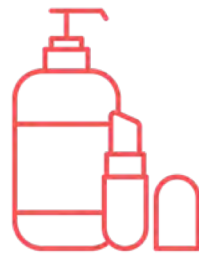
Communications

Optimize how and when you talk to customers

Why is communication important to customer experience?

- Give customers confidence
- Differentiating yourself from competition





Be effective not annoying!

Target customers with
relevant campaigns

Mobility

Meet your customers where they are



Why is mobility important to customer experience?

- Create unique and frictionless experience
- Capture sales anywhere
- Speed up transaction time



How do we create that experience?

Tablet register

- Move around your space
- Show customers product info
- Contactless payment

Kiosk

- Speed up turnover
- Increase order size



Data

Track the items your customers want



Why is data important to customer experience?

Identify what customers do and don't want





- POS sales data
- What customers respond to
- More effective purchasing



Online Presence

Delivery, Reservations, Social Media

Why is an being online important to customer experience?

- Customer engagement
- Access from wherever
- Customer education





Delivery and Order Ahead

- Customer convenience





Reservations

Never having to wait





Free WiFi

Enjoy content





Social Media

2-way communication



Summary

- Loyalty programs allow for customers to be in control of their experience and receive personalized promotions
- Communication ensures that customers see value in your brand
- Mobility creates a frictionless experience
- Data ensures that you have the right items for your customers
- Reservations, delivery, and online presence makes it easy for your customer to engage with you when they're not visiting



Thank you!
Any questions?

