

# Creating VIP Experiences at Scale: A Success Story



## The Client: Venga Dine and Venga Move

Comprehensive guest and client management platforms designed by and for restaurants and fitness studios to elevate guest experiences.



If the restaurant staff caters specifically to personal preferences:

**95%**

of diners said they'd be more likely to go back.




Among the most important things diners want restaurants to know and remember:

**65%** their names.

**50%** their favorite drink.

## Standing Out in Crowded Markets

By 2020, customer experience will overtake price and product as the key brand differentiator.

-  Delivering excellent, personalized customer experiences, for restaurants and fitness centers is increasingly time-consuming and complex.
-  Employees spend hours per day searching their clients online to learn more about who they are and what they like.
-  Venga's client, a James Beard Award winning restaurant, had 3-4 employees whose sole responsibility was to learn more about their diners.

## The Light Bulb Moment




By integrating visit, purchase, and social data into one intuitive dashboard, teams can use insights to create one-to-one relationships with their guests.

“FullContact offers a best-in-class solution that could provide the most information with the least amount of effort. The amount of information and data points that FullContact can provide back to us to implement into our software and really drive personalized experiences is amazing.

 **Kacey Tovornik**  
Director of Product, Venga







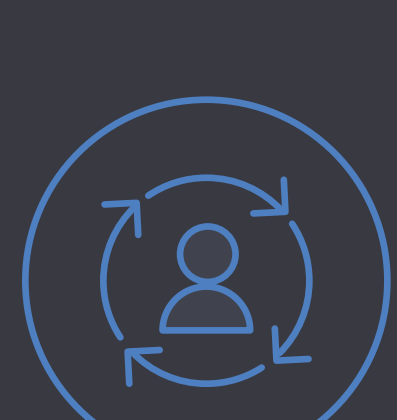
With insights provided by FullContact, Venga's clients took advantage of:

 <p>Access to <b>1.7 million</b> uploaded customer photos.</p>	 <p>Enriched data saving over <b>10 million</b> search clicks.</p>	 <p>Savings of <b>over \$100k per year</b> in research and development.</p>
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## Happy customers, satisfied guests – powered by identity resolution

With enriched insights into the people that walk through your business's doors, you can create successful customer experiences with a personal touch.

Use audience data insights to:

-  Send relevant and targeted campaigns
-  Interact with guests in an authentic way
-  Recognize regulars, VIPs and influencers instantly
-  Personalize offerings and recommendations
-  Improve retention of existing members

To learn how FullContact can improve your ROI through identity resolution and extensive audience insights, visit [fullcontact.com](https://fullcontact.com)

Sources:  
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