

## The Customer Loyalty Recipe

*A restaurateur's best friend is a loyal customer. The secret ingredient of the right music in a recipe for customer loyalty has been tried and tested by DMX.*

In the competitive world of the hospitality industry, many restaurants are implementing external marketing programs designed to attract new business. What is often lost in the mix is the understanding that it can be much more cost effective to have a loyal customer base that returns again and again rather than constantly seeking the next new customer. When you focus your business on retaining current customers you will automatically build a loyal customer base.

Whilst external marketing is important, what is more crucial is what restaurateurs do in their business. An appropriate atmospheric design for a restaurant can create a sense of belonging and familiarity for a client, which leads to customer loyalty. However, while restaurateurs get the design right, the right music for the right customers, is often neglected. These business owners really know their customers, they have to know their music.

Savvy South African restaurateurs are following an international trend and turning to experts to mix and create unique sound tracks for their restaurants, which represents the image and brand identity of the restaurant and makes its customers feel at home. Called 'Audio Branding' it's all about taking a research-driven approach to find music that appeals to your consumer and create a dining experience that will leave them asking for more. Locally the trend is being pioneered in South Africa by DMX.

"Sound needs to be appropriate to the brand, to the desired environment and needs to work for the restaurant to motivate consumer behaviour in order to meet specific business goals," says Craig Cesman, CEO of DMX ([www.dmx.co.za](http://www.dmx.co.za)). "The restaurant public is notoriously fickle while the business is amongst the most fiercely contested. This makes it crucial for

restaurateurs to pay keen attention to detail and to create a home-away-from-home for customers," he says.

"When we work with restaurants and the hospitality industry in general we look at identifying their musical DNA so that we don't just create a soundtrack to dinner, but an experience for the customer at any time of the day or night," says Craig Cesman. "The 'musical DNA' of a particular restaurant must be unique and stay ahead of its competitors. Most importantly it needs to remain fresh, always current and always up-to-date. That's extremely difficult for restaurateurs to do when they need to spend most of their time running their businesses."

DMX uses insights into consumer lifestyle behaviour and integrates them into the sales goals and strategies of restaurants to create pleasant dining experiences for customers and an extraordinary commercial environments through Audio Branding. This leads to greater consistency of experience and increased loyalty among the customer base for the restaurants.

In today's hyper-competitive business landscape consistency of product delivery is key to the customer experience, and DMX has been delivering consistent experiences for its clients each and every trading day for more than 35 years. Using one of the world's largest digital music libraries DMX delivers more than 500 styles of non-stop music to hospitality leaders, top retailers and some of the best-known and best-loved brand across South Africa and the world.