

Phone Systems Designed by Pizza People for Pizza People

Industry Best Practices Indicate that a *Well-Structured Messaging Campaign* Can Increase the Average Ticket by 30%.

Fidelity SkyTalk's Hosted Communication Solution includes advanced messaging capabilities that can optimize your customers' experience and increase sales.

Messaging Includes - Up-sell, on-hold, and store hours.

Up-sell Messages - when customers call into the store, they will be placed into a call queue based upon their order of entry (first come-first served). Each customer will first receive the current up-sell message before being passed to the next available crew member.

This ensures that each customer will hear the same product and pricing information before they place their order. Because they are easy to change, up-sell messages also allow store managers to target calendar events and store specials. If you have multiple stores you can roll out new messaging across your entire patch in minutes. Some of the advantages of up-sell messaging include:

- All customers will hear store special information before speaking with a crew member.
- Well managed up-sell campaigns typically increase the average ticket from 10 to 30%.
- Messages are easy to change without re-educating your staff.
- You can focus your messages on high-margin items.

On-Hold Messages – When customers are on hold it makes sense to create a custom message informing them of additional points about your store that you want to emphasize. Example topics include:

- Recommend using the mobile application to place on-line orders.
- Making orders on-line through your Web site.
- Driver or store openings you currently have – and need to fill.
- Any community or charitable programs you offer.
- Upcoming store hours – pertaining to significant holiday events.

Store Hours – Informs customers of daily store hours. This message will only play when the store is closed.



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Industry Up-Selling Best Practices Indicate:

- A professionally recorded up-sell message eliminates the potential of losing the sale because your staff forgot to present items or presented them incorrectly.
- The probability of selling to a new customer is 5-20%, while the probability of selling to a return customer is between 60-70%.
- When the customer has a **specific option recommended** to them, they are more likely to accept it. The power of suggestion...
- Although the recorded up-sell message will announce the specials, it is still a good idea to train your staff on the message contents, in case the customer has questions, as in, *“can I swap the brownies for bread sticks?”*
- Training your staff can be as easy as them to listening to the up-sell message when they come on shift.
- Up-sell recommendations work better if they're personal. [Accenture's latest research](#) shows that 75% of consumers are more likely to buy if the retailer
 - Knows their purchase history
 - Recommends purchases based on that history
 - Addresses them by name



TIPS YOU CAN USE TO
INCREASE YOUR
SALES

