

# HOW TO ADAPT YOUR BUSINESS: Email Capture

With government and health official recommendations changing daily, we understand it is no longer business as usual. By capturing customer email addresses, you can reach your customers now and when social distancing is over. Here are some reasons as to why capturing customer email addresses is important.

## WHY IS EMAIL CAPTURE BENEFICIAL TO ME?

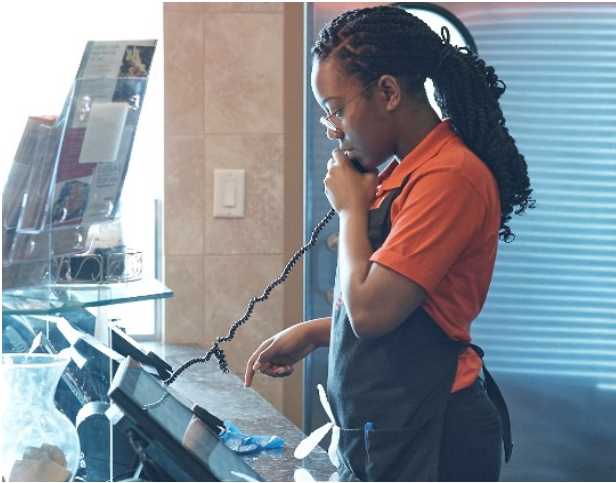
- Allows you to easily access your customer base, informing them of special offers or changes to your business
- Increase repeat business
- Easy to share. Recipients can forward it to someone with the click of a button, giving you potential to reach new customers
- It is quick, easy, and free!

## HOW TO GET CUSTOMER EMAIL ADDRESSES?

- When a customer calls to place an order for carryout or delivery, simply ask for their email address, it only takes a few seconds to enter! Ensure your customers that this is a great way to get information on new promotions and special offers. To help, we've created some best communication practices you can incorporate with your staff.

## WHAT CONTENT DO I SEND VIA EMAIL?

- Promotions and special offers
- Customer loyalty programs
- Current information regarding your business
- Thanking them for their recent purchase



# HOW TO ADAPT YOUR BUSINESS: Email Capture

## ASKING A CUSTOMER FOR AN EMAIL ADDRESS

### Things to remember:

1. This is another way to communicate with your customer, keep them informed.
2. Sell your benefits. Why is it important for the customer to be enrolled to receive emails?
3. Thank them even if they do not give you their email, they are still your customer.

### Script (after customer has placed order):

*“With situations changing rapidly, we would love to keep you informed on special offers and promotions that you can take advantage of in the future. All I need is an email address and we can get you started on saving on future orders.”*

[Customer says yes]

*“Great! Just to confirm, we will send you emails regarding special promotions, offers and more. We will never share your information and you have the option to unsubscribe at any time.”*

[Enter email address]

*“We appreciate your business. Have a great day!”*