



# Chipotle Partners with Avtex to Strengthen Customer Relationships and Drive Loyalty

## About Chipotle

Chipotle is cultivating a better world by serving responsibly sourced, classically-cooked, real food with wholesome ingredients without artificial colors, flavors or preservatives. Chipotle is the only restaurant company of its size that owns and operates all its restaurants. With employees passionate about providing a great guest experience, Chipotle is a longtime leader and innovator in the food industry. Chipotle is committed to making its food more accessible to everyone while continuing to be a brand with a demonstrated purpose as it leads the way in digital, technology and sustainable business practices.

## At-a-Glance

- Customer Insights Implementation
- Management of over 125 million records
- \$280 million projected annual sales growth
- Estimated 34% increase in newly activated opportunities

Category	Industry	Service Provided
Data & AI	Retail	Technology Implementation, Customer Data Optimization

## Partner Technologies

Microsoft Customer Insights, Power BI, Azure and Azure Data Factory

## Challenge Overview

### Seeking a Deeper Understanding of Customers

Delivering a brand experience that consistently drives customer loyalty and sales is a logistical challenge faced by even the most successful organizations. Chipotle, a trailblazer in the food industry and pioneer in fast-casual restaurant experience, is no exception.

Chipotle seeks to deliver brand loyalty through developing and nurturing strong relationships with their customers. Chipotle also knows that building these deeper relationships requires an understanding of their consumers, beyond just what they order and how they interact with their business. Being a forward-thinking organization, Chipotle knew that data was the means to building a more holistic view of their customers.

Chipotle turned to Avtex and Microsoft to build a solution that would capture and analyze more comprehensive customer information and insights, to empower a more meaningful and personalized customer experience with every individual engaging with their brand.

# The Solution

## Delivering Actionable Customer Insights

Avtex partnered with Microsoft to help Chipotle implement and optimize Customer Insights, which automates the collection of customer data from a wide range of sources and shapes that data into unified – and actionable – customer profiles.

### Simplified Access and Use of Data

With Customer Insights, Chipotle can now access and use data more easily and quickly through the following capabilities:

- Ability to simultaneously capture data across all channels and platforms
- Simplified tools to manipulate and leverage customer data
- Ability to transform raw data into actionable insights in mere minutes
- Automated updates to customer profiles using Customer Insights
- Access to custom data reports on consumers and segments

### Data Collection and Processes

Through the partnership with Avtex, Chipotle also received expert consultation and support in improving data collection and processes in the following areas:

- Data capture and processing refinement, including improved workflows, principles and policies
- Transfer of dense, complex data files into Customer Insights, to streamline and translate data into unified, actionable insights
- Updated data principles and definitions that align with new technical capabilities and business goals
- Implementation of strategies to ensure the ongoing accuracy and protection of customer data



*“Avtex put in a lot of work to figure out what it was that Chipotle wanted from them and determine how they could best support those needs. We have really enjoyed the collaboration we’ve received from Avtex and look forward to continuing this relationship with them.”*

**SASHI KOMMINENI | DIRECTOR OF ENTERPRISE ANALYTICS**

**Through merging of over 400 million records, Chipotle projects as much as \$280 million in annual sales revenue growth as a result of activating as much as 34% in newly uncovered customers and cross-sales opportunities**

## The Results

### Strengthening Customer Relationships and Loyalty

The work done by Avtex and Microsoft has yielded significant benefits for Chipotle, which have been felt across the entire organization. As a result of this joint partnership, Chipotle has amplified their ability to deliver richer, more meaningful customer experiences that support customer loyalty, retention and brand advocacy.

#### 360-Degree Understanding of Customers

The consultation, expertise and support provided by Avtex to Chipotle has experienced an improved understanding of their customers in the following areas:

- Deeper insights into target market segments through access to customized reporting
- More holistic understanding of customer preferences through centralized information pulled from internal systems and public sources
- Easier identification of buying trends and patterns through a view of customer behaviors across different interaction channels
- Strengthened ability to distinguish preferences, purchasing habits and brand relationships with individual consumers and targeted segments
- Improved knowledge to more accurately forecast inventory and sales needs based on customer behaviors, trends, geographical data and more

#### Improved Customer Experience

With the implementation and optimization of Microsoft Customer Insights, Chipotle is improving customer relationships in the following ways:

- Communications tailored to individual consumer's preferences, including suggested products and add-on purchases, coupon code offers and loyalty program promotions
- Refined messages, journeys and overall experiences across all engagement channels through deeper understanding of customer behaviors
- Improved protection of customer information through elimination of external data transfers

**"Avtex went above and beyond to understand and address our needs for this project. They have remained 100% committed to understanding our needs and supporting those since day 1."**

– Sashi Kommineni  
Director of Enterprise Analytics Chipotle Mexican Grill



## Future Plans

### Delivering Exceptional CX Now and in the Future

Chipotle is not done with efforts to drive more customer value and loyalty. The organization will continue working with Avtex to further leverage technology to increase knowledge of their consumers and deliver the best possible customer experience, now and in the future.

**“I have no doubts that Avtex cares about the Chipotle brand and will continue to help us present that brand to our customers on an ongoing basis.”**

– Sashi Kommineni Director of Enterprise Analytics Chipotle Mexican Grill

## About Avtex

Avtex is a full-service Customer Experience (CX) consulting and solution provider focused on helping organizations create better experiences for their customers. With an unparalleled breadth of knowledge and experience, and partnerships with leading technology vendors like Microsoft and Genesys, we are uniquely suited to address any CX challenge.

Our portfolio of solutions and services supports our unique approach to Customer Experience, which includes two key phases to achieving CX Transformation.

- Our **CX Design** solutions and services aid in the process of defining and improving CX. From journey mapping to CX design thinking, we provide the support you need to set the foundation for CX success.
- Our **CX Orchestration** solutions and services enable the realization of your CX strategy through people, processes and technology. From technology implementation to training, we ensure you have the capabilities to execute your CX strategy.