



Chipotle Partners with TTEC Digital to Strengthen Customer Relationships and Drive Loyalty

Microsoft **Retail** **Data & AI**

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.

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

Partner Technologies

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

At-A-Glance

TTEC Digital Helped Chipotle:

- Implement customer insights
- Manage over 125 million customer records
- Grow annual sales by a projected \$280 million
- Increase newly activated opportunities by an estimated 34%

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 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 TTEC Digital 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

TTEC Digital 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 is now able to:

- Simultaneously capture data across all channels and platforms
- Manipulate and leverage customer data using simplified tools
- Transform raw data into actionable insights in mere minutes
- Automate updates to customer profiles using Customer Insights
- Access custom data reports on consumers and segments

Data Collection and Processes

Chipotle's partnership with TTEC Digital included expert consultation and support to improve data collection and processes, enabling Chipotle to:

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



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 Result

Strengthening Customer Relationships and Loyalty

As a result of the partnership with Microsoft and TTEC Digital, Chipotle has amplified their ability to deliver richer, more meaningful customer experiences that support customer loyalty, retention, and brand advocacy, for benefits that have been felt across the entire organization.

360-Degree Understanding of Customers

The consultation, expertise, and support from TTEC Digital has provided Chipotle with:

- 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

“TTEC Digital 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 one.”

**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 TTEC Digital to further leverage technology to increase knowledge of their consumers and deliver the best possible customer experience, now and in the future.



"TTEC Digital 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 TTEC Digital and look forward to continuing this relationship with them."

SASHI KOMMINENI | DIRECTOR OF ENTERPRISE ANALYTICS,
CHIPOTLE MEXICAN GRILL

Let's Get Started

TTEC Digital is a global leader in customer experience orchestration, combining technology and empathy at the point of conversation. With decades of innovation experience across the world's leading contact center technology platforms – plus in-house expertise in CX strategy, data and analytics, AI and more – TTEC Digital delivers an unmatched skillset for organizations looking to forge deeper customer relationships and drive better business outcomes.

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