



guest XM

by **Black Box** Intelligence

Customer Success Story

BENEFITS

- Consumer Intelligence™ allowed Tropical Smoothie to narrow their customer base beyond qualitative research and help identify daypart product development opportunities
- Learned where else their customers shopped
- Discovered that their customers are a little older and more affluent than their consumer research indicated originally

SOLUTION

- Began staggering new customer geared offerings to ensure positive experiences
- Initiated strategic adjustments in marketing campaigns and product development
- Implemented change to the Tropical Rewards programs to make it more attractive in response to the CI data

tropical SMOOTHIE **CAFE**

CHALLENGES:



DIFFICULT TO IDENTIFY



CONSUMER HABITS



COMPETITOR'S SHARE OF OCCASIONS AND WALLET