Food and beverage builds relationships

It’s simple. When brands cultivate relationships, they build loyalty. Making customers feel heard and valued goes a long way.

Follow the best

This chart shows the percentage of top-performing food and beverage brands that excel at each best practice.

- Build relationships by engaging customers: 43%
- Respond quickly to mentions: 29%
- Go the extra mile and exceed expectations: 36%
- Tweet like a human and with a personality: 43%
- Take ownership for issues or mistakes: 21%

Tweet to impress

Three ways to build relationships

1. Like and reply to customers
   When brands reach out and embrace accountability, customers feel heard and understood.

2. Adopt a human, friendly voice
   Make interactions more pleasant and effective with warmth and empathy.

3. Use AI to scale success
   AI-powered social suites target key conversations and track customer care across all touch points.

Food and beverage brands include companies like: @stouffers, @pepsi, @oscarmayer, @Purina, and @Tropicana