



# Food and beverage builds relationships

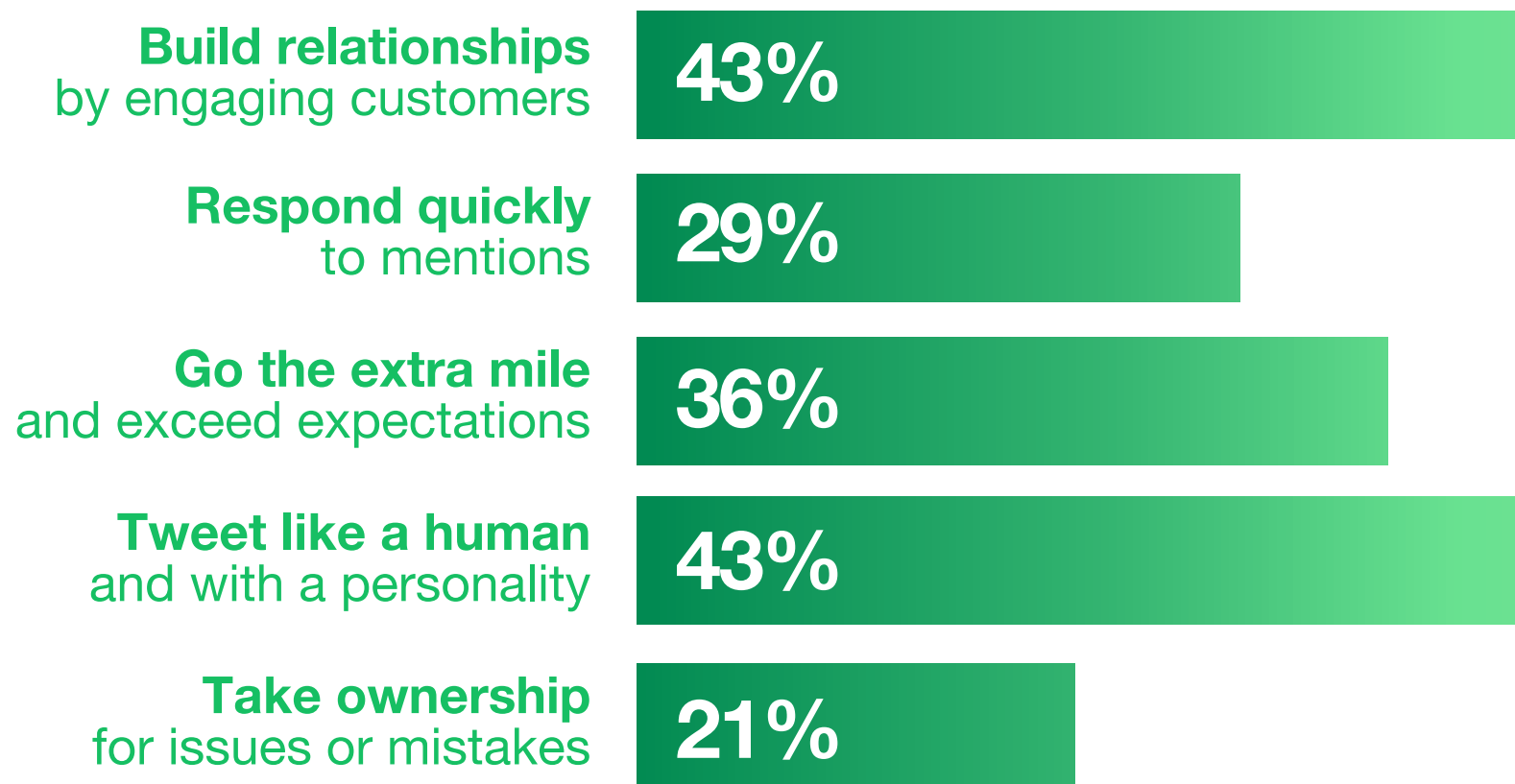
It's simple. When brands cultivate relationships, they build loyalty. Making customers feel heard and valued goes a long way.

64%

of customers feel it's important for a brand to own an issue

## Follow the best

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



## 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.