Spendgo™

Quick Service Restaurant

Challenge

In a highly competitive QSR market this brand aimed to increase customer frequency by one visit per year. With both in-store and online ordering — the majority traffic in-store — they needed a multi-channel engagement solution.

Solution

The Spendgo platform integrated with their POS and online order ahead providers to deliver a seamless guest loyalty experience. It's powerful data-driven marketing engine harnesses transaction data to target guests with meaningful offers increasing visit frequency.

Business
Restaurant - QSR

Location
United States

Stores
500+

Small Cafe Sees Big Rewards

When a national restaurant chain integrates the Spendgo platform — a multi-channel solution — with a customer-centric strategy, the results are a 30% frequency lift YOY.

Although this national chain had been established for 20+ years, prior to integrating Spendgo, their only experience with driving customer frequency was paper punch cards and email. Very little data existed on the results of these strategies; they only knew their current customers visited 6-8 times per year. The objective was to implement a strategy to increase customer visits by one yearly and be able to measure the results. Furthermore, they needed a solution that could be an effective engagement tool for their in-store customers, accounting for 95% of sales.

Strategy

As a quick service restaurant, lane speed is critical and there is limited time to educate customers about their program benefits. The solution was a simple-to-communicate, 3-part campaign to achieve their goal:

1. **A loyalty program where customers earned 1 point per $1 spent online and in-store.** Rewards were earned roughly every 5th visit for a flat dollar off discount (~50% of their avg. ticket) and expired within 60 days.

2. **Free birthday item offer expiring within 30 days of the customer's birthday,** redeemable online and in-store.

3. **Double & bonus points campaigns during seasonally slow periods and days**, earned online and in-store.

Results

Spendgo measured the same customer cohort year over year and saw a 30% lift in visits for the calendar year, doubling the initial goal of 1 additional visit per year. There are a few reasons why this strategy was so effective:

- Strategically defined reward expiration dates incentivized customers to return slightly sooner than they normally would.

- Customer visits increased by ensuring at least 1-2 rewards/offers were earned a year (via a reward earned and their birthday offer) for redemption.

- Easy coupon and reward redemption through the Spendgo platform meant 92% of customers came in to redeem rewards before they expired.
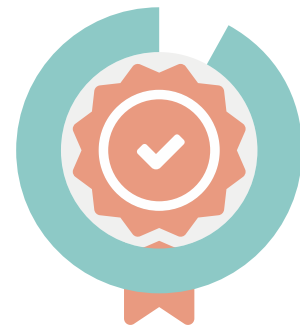
Learnings

Guests who were opted-in to email and SMS messaging saw the highest gains. A content strategy around reward notifications, loyalty status updates, and reminder emails ensured customers did not miss out on their reward opportunities.

30%

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Want to see what Spendgo can do for your business?

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