

# Ollo is now Restaurant Loyalty Specialists



We are proud to announce that we'll be back at the MEG conference this year.

Our long-standing client El Pollo Loco will be sharing the lessons from their 4-year journey to advanced customer segmentation, and we have been invited to shed light on our contribution and collaboration with the in-house team and with AI/ML partner Brightloom.

## TOP 4

## Whitepapers That Are Worth Your Time:



### 2023 Customer Experience Predictions: What CX Leaders Need to Know

by Medallia

"The analog part of the business is going to be the competitive differentiator in 2023. At the same time, there's going to be a big push in technology to help brands get answers faster as it relates to customer experience and customer behavior."

2023 POS SOFTWARE TRENDS REPORT:

### LEVERAGING DATA & ANALYTICS



### 2023 POS Software Trends Report: Leveraging Data & Analytics

by HT HOSPITALITY TECHNOLOGY  
SMARTER HOTELS & RESTAURANTS

Hospitality Technology surveyed top restaurant tech leaders to learn restaurant POS purchasing plans for 2023, business drivers impacting POS upgrades, and the hottest features and functionalities.



### Upcoming Loyalty Program Trends: Global Customer Loyalty Report 2023

by Tamas Oszi

This year's report provides an in-depth analysis of the current loyalty program landscape, a breakdown of budgets and team composition, the technology preferences of current and future loyalty program owners, and a forecast of the top loyalty program trends for the next three years.

## RESTAURANT BUSINESS

### Restaurant Loyalty Outgrows the Point System

by Joe Guszowski

#### We've been featured in the news again!

This featured article interviewed a wide range of restaurant experts, including Diane Le (Punchh), Zachary Goldstein (Thanx), and Tressie Lieberman (Chipotle) and our own Olga Lopategui. Restaurants have become more creative with loyalty; the economy, tech advances, and consumers themselves are leading to new types of rewards that go beyond points.

(Subscription may be needed to view the article)

## Services Our Clients Trust

- 1 LOYALTY & CRM STRATEGY
- 2 DIAGNOSTICS FOR UNDERPERFORMING PROGRAMS
- 3 SEGMENTATION STRATEGY
- 4 CAMPAIGN EXECUTION IN-PLATFORM
- 5 PROGRAM IMPLEMENTATION & MIGRATION
- 6 STRATEGIC MARTECH INTEGRATION FOR CRM SYSTEMS
- 7 MANAGEMENT & TRAINING OF IN-HOUSE PROFESSIONALS

## Welcome!

New Clients in Q1

ZAXBY'S



CARROT EXPRESS



SMOKEY MO'S  
TX BBQ

## CRM Platforms That Our Clients Use

punchh.

personica



# RESULTS WE'VE DELIVERED

## Case Study 1: Welcome Journeys Increase Guest Retention



### The Challenge:

Our fast-casual client wanted to encourage new signups to use the new rewards program.



### The Solution:

We built a multi-step Welcome Journey that delivered increasingly generous offers to encourage lagging guests to return.



### Why This Worked:

Getting customers to check in with their mobile app at least three times helped to solidify the habit of using the program.

## The Results



**+17%**  
Redemption Sales



**+7%**  
Signups



**Revenue:**  
**+\$2,089,776**  
Net Sales  
during the 6-month post-launch period

## Case Study 2: Mystery Rewards Campaign



### The Challenge:

Our casual restaurant client wanted to create a fun vibe prior to the Christmas Holiday, and encourage more visits and increase their customers' spending.



### The Solution:

Guests received an offer to unlock a surprise reward, with the value between \$5-\$500. To find out if they got \$5 or the jackpot, guests had to make a purchase during the brief promo period. In the background, multiple campaigns were delivering pre-defined offer values to the participants.



### Why This Worked:

Surprise element was communicated across all channels and created intrigue and interest among both the guests and the staff. Redemption mechanism was simple and seamless.



### Conclusion:

The promotion boosted sales and participation during the promotional period.

## The Results



**+15%**  
Sales  
during the  
Mystery Reward period



**+19%**  
Participation Rate



**Revenue:**  
**+\$44,000**  
Net Sales

A 2% Reward Redemption Rate is higher than an average of 1.2%