RLS
Restaurant Loyalty Specialists

A Great End to 2022

Client Feature

El Pollo Loco takes Dia De Los Muertos Celebration to the next level

El Pollo Loco Honors Día de los Muertos with Pan de Muerto Bread Giveaway and Special Mural by L.A. artist Steve Martinez
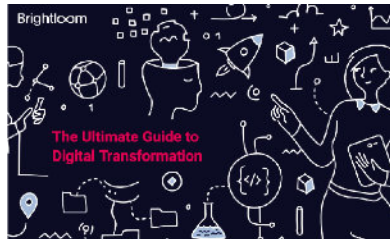
Restaurant Loyalty Specialists in the news

Dunkin' has been in the news lately with the backlash over the change in the loyalty program. Our founder Olga had a chance to speak to Joe Guszkowski at Restaurant Business Online with her take on the change.

TOP 4 — Whitepapers That Are Worth Your Time:

The Ultimate Guide to Digital Transformation
by **Brightloom**

This whitepaper goes deeper than most: it touts the benefits of digital transformation and outlines the essential resources for making the transformation happen.

### How to Deliver a Rewarding Unified Customer Experience
by **punchh.**

An E-book from Punchh/ParTechnologies containing interesting stats on trends in digital ordering, technology expectations, and mobile payments. Did you know that "50% of QSRs have the ability to scan virtual loyalty cards at POS"?

McKinsey Technology Trends Outlook 2022
by **McKinsey Digital**

Are you curious about all the talk about Web3? This document explains what it is and covers the risks and opportunities across various consumer industries. Restaurant marketers: our advice is to monitor: we don't see an obvious first-mover advantage yet!
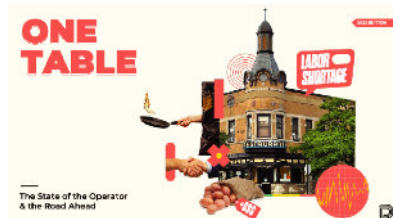
The State of the Operator & the Road Ahead
by **DATASSENTIAL**

One Table 2022 report is based on responses from over 800 US restaurant operators and provides a comprehensive overview of key issues facing the industry.

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RESULTS WE'VE DELIVERED

Case Study 1: Average Check Segmentation

The Challenge:
Our quick-service/beverage client wanted to increase their customers' spending.

The Solution:
We targeted customers in 3 spending brackets with special offers that incentivized higher spending, with a custom threshold for each bracket.

Why This Worked:
Each bracket was incentivized to spend a few dollars more than they usually would, which made the purchase more within reach.

The Results

+35%
Increased Customer Spending

Revenue:
+$40,000
Net Sales

Case Study 2: Spend & Frequency Challenge Campaigns

The Challenge:
Our fast-casual client wanted to challenge their guests to visit more frequently and to spend more.

The Solution:
We targeted guests in 5 different spend brackets (between >$8 and <$30) asking them to make two visits in two weeks. Spend minimum and reward levels were custom for each segment.

The Messaging:
We used the Challenge Module in the white-label Punchh app to communicate the Challenge. The guests were able to track their progress in the app and received Push Notifications to mark completion of each stage.

Why This Worked:
By targeting different spend brackets, we made the challenge more achievable for all targeted guests. We learned also that guests in lower spending brackets tend to visit more often, hence the frequency challenge appealed to them more.

The Results

+24%
Increased Customer Spending
for lower spend brackets

51%
Reward Redemption Rate
for lower spend brackets

2.6X
Visit Frequency
during active campaign period
for lower spend brackets