

A Hot Texas Summer!

WHERE WE'VE BEEN



Food Service Technology Conference | Dallas, TX

One of the best things about tech conferences is how they bring the experts from other industries to shine a light on ours. [Rohit Bhargava](#) did not disappoint!



Live Webinar on August 23rd

Full Course's monthly one-hour Rising Tide seminars invite all restaurant, food business and guest service professionals to learn about the latest trends, tools, and best practices in the industry today.




Podcast with Joseph Szala

Forktales is a podcast and video series that feeds the food, beverage, restaurant, and hospitality industries with insights, innovations, & incredibly entertaining stories.

Services Our Clients Trust

- 1 LOYALTY & CRM STRATEGY
- 2 DIAGNOSTIC 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

What We Look Forward to Later This Year

- 1 CONTINUED PARTNERSHIP WITH 
- 2 COLLABORATION OPPORTUNITIES WITH AI-DRIVEN SEGMENTATION TOOLS
- 3 A HOLIDAY SEASON WITH FAMILY AND FRIENDS

TOP 4

Articles That Are Worth Your Time:



Attribution Is Not Incrementality:

Blog Post by Avinash Kaushik

This article is about digital media, not loyalty marketing, but the same principles apply. How much of your loyalty effort is incremental? This framework helps find the answer.



A walkthrough the QSR industry leaders & fast-rising contenders

with thoughtful commentary by Danny Klein & Ben Coley



Building the "Next Normal"

by Hospitality Technology

This gorgeously designed digital whitepaper (gated by email submission) features responses from dozens of restaurant chains on key restaurant IT questions. Improving digital customer engagement is #1 priority. 4 out of top 5 priorities are marketing tech related.



Redefining Customer Loyalty

By Medallia Sense 360

An interesting cross-industry report on loyalty drivers during and post pandemic in the US, with a sizeable restaurant sample in the research.

CRM PLATFORMS THAT OUR CLIENTS USE



WELCOME

New Clients in Q3



CONGRATULATIONS



On launching their loyalty program with **punchh.**

RESULTS WE'VE DELIVERED

Case Study 1: Personalization Drives Sales



The Challenge:

Our fast casual client wanted to take product-preference based segmentation to the next level, and ensure that guests get the most relevant offer to drive transactions.



The Offer:

We developed a range of high (\$5-6 off) and low (\$2-4 off) offers for 15 top performing menu items and partnered with Brightloom on segment definition and post-analysis.



The Solution:

30+ custom campaigns were deployed to over 750K loyalty guests weekly over the course of the 9 week campaign period.



Why This Worked:

Smart personalization grows sales and reduces discounting while offering excellent value to the guests.

The Results



30+
Custom Campaigns



750K
Loyalty Guests Reached



-20%
Discount Rate
vs previous quarter



Revenue:
+\$1.2 Million
Compared to the control group during the 9 week period

Case Study 2: Welcome Journeys Increase Guest Retention



The Challenge:

Our beverage client wanted to encourage customer signups and usage of their new rewards program.



The Solution:

We set up a multi-step Welcome Journey. The messaging and increasingly generous offers encouraged lagging guests to re-engage with the program.



Why This Worked:

Getting guests to use check-in with their app at least three times solidified the habit of using the program.

The Results



+21%
Loyalty Sales



+11%
Loyalty Check-ins
during the first 8 weeks of campaigns vs prior period



Revenue:
+\$53,500
in incremental net sales during the 12 week post-launch period