



CASE STUDY:
NATIONWIDE FAST-CASUAL
RESTAURANT CHAIN

Investment in Digital, Email Drives 189% Growth in Online & Mobile Revenue

Results:

- **500%** gain in digital revenue over 15 months
- **2.5x** jump in online customers and transactions
- **200%** increase in email open rates
- **75%** of main items saw a lift in per item revenue

CHALLENGE:

The brand sought to increase engagement and revenue with a more seamless online experience and more personalized, targeted email.

TILLSTER SOLUTIONS:

- Digital, CRM and email strategy
- Creative services
- Personalization
- Deliverability optimization
- Promos and offers

In the rapidly growing fast-casual restaurant industry, a nationwide chain continues to push the pace. The company now operates hundreds of restaurants across 28 states and shows no signs of slowing.

Focusing on the needs of a diverse and growing customer base, the brand partnered with Tillster to enable online and mobile ordering.

Tillster's solutions have powered the company's digital revenue to achieve tremendous growth over the past two years. In addition to the topline growth, the digital shift has driven individual, restaurant-level results that include a 50% reduction in order errors, and mitigated labor demands during peak hours.

In addition to the investment in digital experiences, the brand sought to deepen customer loyalty by increasing frequency of visits. To achieve these goals, the brand partnered with Tillster to leverage its robust data model, CRM solutions and employ email and push notifications to engage customers in a relevant and meaningful context.

These capabilities enabled the brand to optimize conversions by delivering a more consistent and personalized brand experience across a variety of customer touch points.

A MORE SEAMLESS ORDERING EXPERIENCE

The brand turned to Tillster for its digital expertise and extensive restaurant industry footprint. Tillster's integrated solutions allowed the brand to holistically evaluate a customer's individual journey, and ensure solutions were strategically employed to serve a diverse population, ranging from millennials to baby boomers.

A key factor in the brand's digital revenue growth was the addition of a newly designed, enhanced Tillster-powered mobile ordering application, thoughtfully designed for iOS and Android devices. During the design phase the Tillster team recommended a number of changes to simplify customer navigation and reduce ordering friction within the restaurant chain's extensive menu. The new mobile application empowers customers to more easily search stores and localized menus to construct their preferred meals with options to select preferred pick-up time and method of payment.

Tillster also transformed the restaurant's loyalty program to deliver customer rewards directly within the application, and redeemable within either a mobile order or at the counter during an in-restaurant visit.

TAILORED MESSAGING AND CTAS

The company also tapped Tillster for strategy and creative services for its CRM program. To increase customer engagement, Tillster combined local and national communications into single campaigns. By using dynamic content in national deployments, they have been able to serve email content to the brand's email subscribers along with local offers that apply to their preferred store – thus making the communications more relevant.

Personalized messages, along with more diverse messaging and calls to action, further increase engagement and consumption. Meanwhile, push

notifications regarding special offers encourage more frequent visits.

Tillster diligently tests and measures results to inform and guide future messaging, offers, tooling and cadence to drive customer engagement.

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200% HIGHER EMAIL OPEN RATE

The brand's investment in digital solutions and engagement succeeded in building loyalty with all segments of customers, unified messaging and offers across the franchise community, and saves time for customers and restaurant team members. Results show higher engagement across all key metrics: Moving forward, Tillster continues helping the company bring more personalized messaging to the customer via email and push communications, and by tapping into data to better understand customers. Ever-more-targeted and dynamic content will deepen customer loyalty and accelerate revenue.

