



Restaurant Loyalty Program Achieves New Milestones

Results

The loyalty program created and fulfilled by Taylor was an immediate success for the client and continues to exceed expectations.

Challenge

A national chain of casual-dining restaurants was looking for a way to boost business during non-peak hours and increase social media interaction with customers. The company planned to modify a successful in-store promotion by extending the deal for a longer term and creating exclusivity by limiting the number of dining “passes” in circulation. Customers could sign up online to participate and restaurant managers were empowered to hand out passes to frequent diners as a thank-you for their continued business. However, the chain needed a partner with deep experience in card-based loyalty programs who could create a seamless experience for customers.

Solution

Taylor was called upon to execute the loyalty program on the chain’s behalf – from card design and production, to creation of the program’s printed materials and ultimate fulfillment to customers. Taylor managed all of the details including:

- Technology integration between the loyalty program, the customers’ data and the restaurant chain’s customer-facing online tools
- Production of personalized membership cards that incorporated a unique, eye-catching finish and shape
- Upscale packaging that created an aura of exclusivity and communicated the program’s value but was cleverly designed to keep production costs low
- Fulfillment of program orders, including shipment of cards and program information to members and restaurant managers

INCREASED REVENUE

An entire year of dining passes – more than 20,000 – sold out in less than one second.

CUSTOMER ENGAGEMENT

Data regarding customers’ purchase history and habits is used to personalize ongoing offers.

COST EFFICIENCY

Taylor’s continued refinement of package design and execution has further reduced program costs.