

CASE STUDY Restaurant

written 5/1/2017



www.ihop.com/

Casual dining restaurant

49 total locations

1st subscriber, 5/1/2015

the client

For 58 years, the IHOP family restaurant chain has served world famous pancakes and a wide variety of breakfast, lunch and dinner items that are loved by people of all ages — offering an affordable, everyday dining experience with warm and friendly service.

the challenges

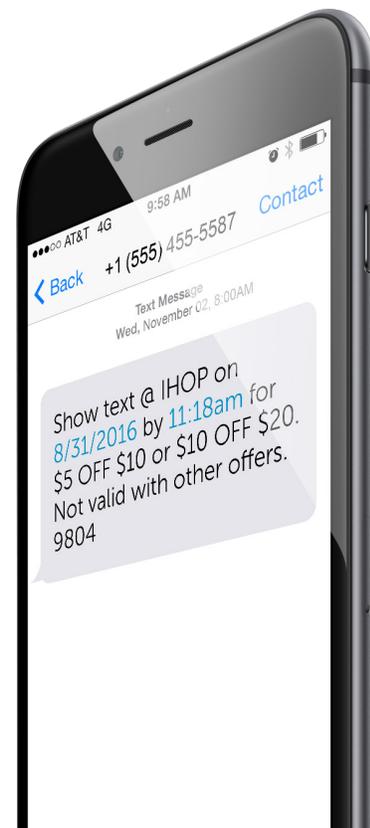
- Staying top-of-mind in a highly competitive restaurant industry.
- A total digital customer engagement platform to promote special offers, encourage email club sign-ups & boost retention.
- A digital loyalty program that is extremely easy to sign-up for customers and easy to maintain for their restaurant staff.
- A customer rewards program free of apps, punchcards or swipecards.

the benefits

Shoney's found the ideal solution in using TL Connects' Engagement Platform. Customers are able to sign up in less than 20 seconds using their mobile phone at an iPad kiosk, check in at every visit to earn rewards and opt-in to receive text messages. Being a completely mobile-phone based program means there is no need for customers to carry punch cards or download apps to their phone.

The platform's auto-responders and automatic retention programs are easy to set-up and once running, work automatically to keep the brand on top of their customer's minds.

the results...



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Total Customer Engagement

Casual dining restaurant | 10 locations 5/1/2015 - 12/1/2015
26 locations 12/1/2015 - 6/1/2016
48 locations 6/1/2015 - present



TL Connects' *Digital Loyalty Program*, with *iPad Kiosk* in a tamperproof case, provided Shoney's with a fast and simple loyalty platform. It makes sign-up very quick and easy for the customer, (under 20 seconds). A sign-up offer of a *FREE Reg Coffee or Fountain Drink* is awarded to new sign-ups and a loyalty offer of *\$5 Off \$10 or \$10 Off \$20* is awarded every 5 check-ins.

To engage the customers who have not returned within 20 days, the *retention program* automatically sends a text message to them with a *\$3 OFF \$10* discount if they return within 7 days of getting the text.

Loyalty Stats

84,402
Subscribers

256,710
Total Check-Ins

28,224
Loyalty
Completions

Sign-Up Offer:

Free Reg Coffee or Fountain Drink

Loyalty Offer:

\$5 Off \$10 or \$10 Off \$20
Every 5 Check-Ins

Auto-Responders

Offers:

Email Club link - 20 min after sign-up

\$3 off \$10 - absent 20 days (8.3%)

\$5 off \$10 - absent 40 days (6.3%)

Free Pancakes - absent 60 days (2.4%)

265,445
Messages
Sent

13,178
Redemptions

5.0%
Redemption
Rate

\$263,560
*Proj. Revenue
produced



* based on an \$20 ticket average

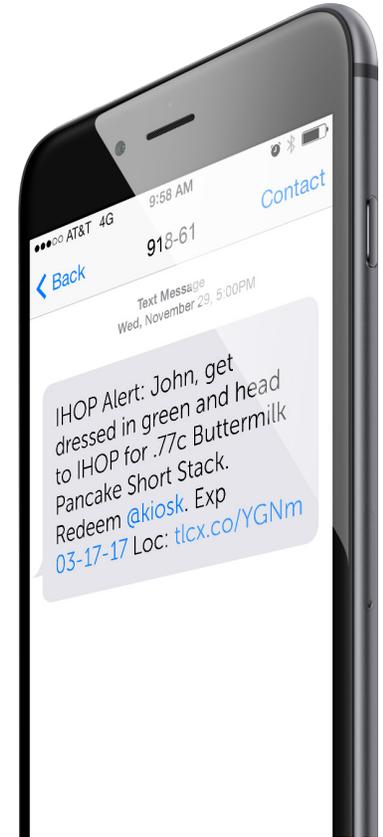
textALERT Offers



IHOP Alert: \$2 Off. .77c Buttermilk Pancake Short Stack Redeem at kiosk.

textALERT offers are used to promote specific events, products, new menu items or even drive more business for a rainy day.

In one case, IHOP chose to send the alert to 51,009 subscribers to boost traffic for five days. They offered **.77¢ Buttermilk Pancakes** to all who redeem the offer on St. Patrick's Day, if dressed in all green. They successfully had **608 people** to redeem the offer for a redemption rate of **1.18%**. Also, with such a high open rate that text messages have, (98%), **49,988 people** at least read the message, furthering their brand awareness in the communities.



82,664

Redeemable Messages Sent

902

Redemptions

1.1%

Redemption Rate

\$18,040

*Proj. Revenue produced

previous offers

.77¢ Buttermilk Pancakes

5 Day Special - March 13, 2017

51,009

Messages Sent

608

Redemptions

1.19%

Redemption Rate

\$9,120

*Proj. Revenue produced

.50¢ Short Stack

3 Day Special - Sept. 29, 2015

14,145

Messages Sent

132

Redemptions

.93%

Redemption Rate

\$1,980

*Proj. Revenue produced

* based on an \$15 ticket average