

CASE STUDY Restaurant



chick-fil-a.com

2 Restaurants

March 2013 - May 2, 2017

the client

Chick-fil-A has steadily grown to become the largest quick-service chicken restaurant chain in the United States, based on domestic annual sales with over 1,850 locations in 41 states and Washington, D.C.

the challenges

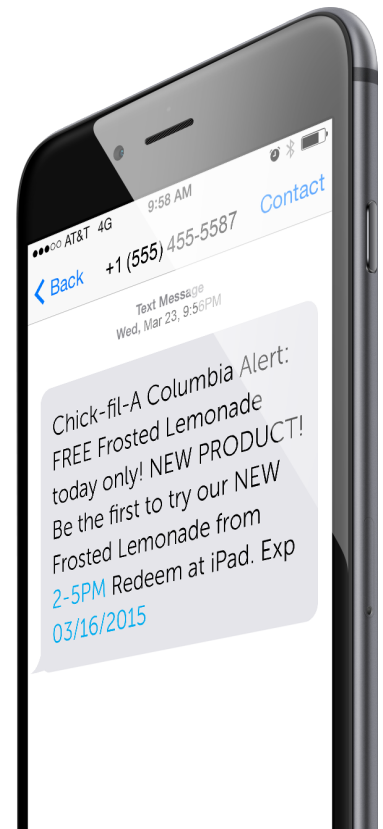
- Highlight and promote new products
- Wanted a loyalty program to bring customers in more often
- Chick-fil-A runs many great offers of free items. They wanted an engagement program to effectively communicate these great deals with their subscribers.

the benefits

Chick-fil-A found the ideal solution in using TL Connects' Engagement Platform. TL Connect's Digital Loyalty Kiosks provide an easy way to sign-up for their loyalty program, which provides a way to give a reward when subscribers reach their goals. textALERTS provide businesses the most successful platform to communicate with their subscribers. With a 98% open rate and most opening texts within 5 minutes, text messages are much more successful than email or app-based engagement platforms.

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

2 Restaurants • as of May 2, 2017



TL Connects' *Digital Loyalty Program*, with *iPad Kiosk* in a tamperproof case, provided Chick-fil-A with a fast and simple loyalty platform. It makes sign-up very quick and easy for the customer, (under 20 seconds). This study focuses on 4 locations. The restaurants choose different sign-up offers that range from a *Free Small IceDream®* to a *FREE Small Coffee or Soft Drink*. *Sign-up offers* are awarded to new sign-ups and a loyalty offer of *FREE Chicken Sandwich* is awarded every 6 check-ins.

To engage the customers who have not returned within 30 days, the *retention program* automatically sends a text message to them with another offer if they return to the store within 7 days of getting the text. Our Chick-fil-A partners offer such things as A *Lg. Fountain Drink, Sandwich* or *Cookie* for these offers as well.

The figures below are taken from a 12-month period. The stats to the right show their all-time numbers.

All-Time Statistics

33,657
Total Subscribers

286,295
Total Check-ins

\$739,476
*Proj. Revenue
produced

Loyalty Stats

2 Restaurants • March, 2013 - April, 2017

33,657
Subscribers

286,295
Check-Ins

38,070
Loyalty
Completions

Sign-Up Offer:

FREE Beverage, Free Cookie

Loyalty Offer:

\$5 off \$20

Every 6 Check-Ins

2 Restaurants • all-time totals

Retention Stats

Retention Offers (differs between locations) :

Lg. Drink, Sandwich, Cookie
when absent 30 days

86,252
Messages
Sent

8,987
Redemptions

7.93%
Redemption
Rate

\$29,936
*Proj. Revenue
produced

* based on an \$12 ticket average



textALERT Offers



Chick-fil-A Alert: FREE CFA Sandwich with purchase of Lg Fry & Drink. Today Only!

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

Chick-fil-A, South Franklin, TN, sent a textALERT to **6,765** subscribers to promote a new menu item, Frosted Lemonade. They gave it away for FREE, for redeeming the offer. The offer was good for only one day and **341 people** came to the restaurant to redeem the offer giving it a **5.0% redemption rate**. With a 98% open rate, the text messages also put the brand and the new menu item into the minds of their customers.



6,765
Messages
Sent

341
Redemptions

5.0%
Redemption
Rate

other offers

FREE Reg Chicken Sandwich
w/ purchase of Lg Fry & Drink

2 Day Special

6,580
Messages
Sent

326
Redemptions

4.95%
Redemption
Rate

\$8,476
*Proj. Revenue
produced

Chick-fil-A S. Franklin Alert: FREE
CFA Sandwich w/purchase of
Large Fry & Large Drink.

1 Day Special

4250
Messages
Sent

219
Redemptions

5.15%
Redemption
Rate

\$1,752
*Proj. Revenue
produced

* based on an \$8 ticket average

Retention Offer

Chick-fil-A South Franklin, TN • May 2017

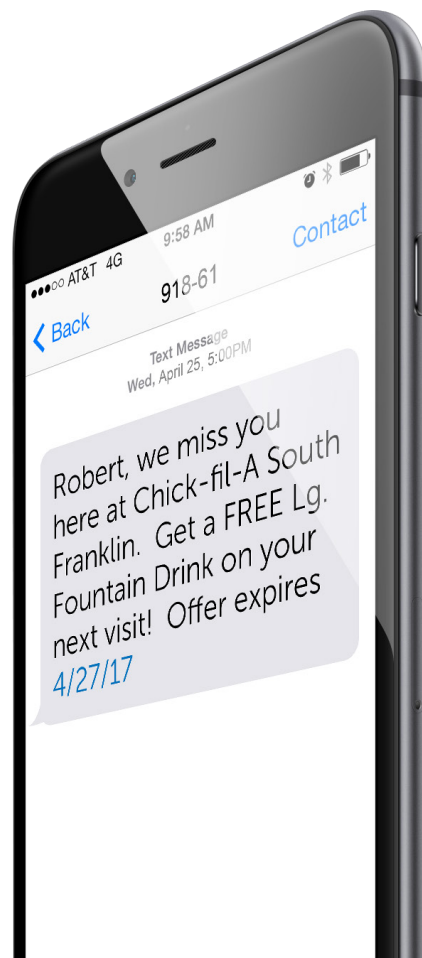


We Miss You Offer: FREE Lg. Fountain Drink

We miss you here at Chick-fil-A. Get a FREE Lg. Fountain Drink on your next visit!

TL Connects' *Retention program* is an automated program designed to communicate with subscribers that have not checked in lately. The amount of time is customizable for any merchant.

In this case, Chick-fil-A set the program to automatically send a *text message* to subscribers that had not checked-in for **30 days**. Their offer of a **FREE Lg. Fountain Drink** is redeemable on the customer's next visit. To provide a sense of urgency, the deal *expires within 7 days* of getting the message. They have held a **7.93%** redemption rate on **47,214** messages sent. Their **3,752 redemptions** have generated a projected **\$29,936** in the twelve months prior to April 2015



47,214

Messages
Sent

3,742

Redemptions

7.93%

Redemption
Rate

\$29,936

*Proj. Revenue
produced

* based on an \$8 ticket average