Loyalty Programs in Restaurants

What Do Customers Want?

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The Project:
Ask Consumers What They Want and Expect From A Restaurant Loyalty Program
“Releveasy”

What did the survey tell us?
55%

Programs Must Be Simple To Use & Understand
68%
Rewards Must Be Easy To Redeem
63%

Enrollment Must Be Easy & Not Time Consuming
73%

Rewards Must Relevant
43% Want Preferential Treatment
71% Want Discount Every Purchase
63% Want Free Product
Restaurant

- Relevant
- Value
- Easy

Consumer

- Brand Image
- Increased Sales
- Easy

Increased Value
Relevant Brand Image
Easy.
How Can Your Brand Effectively Deliver “RelevEase”?

- **Strategy & Planning are Key!**
  - Define the target - what are the goals of the program?

- **Easy**
  - Can you articulate the program in one sentence?
  - Are the rules and eligibility clear?
  - Is enrollment easy & still complete

- **Increased Sales**
  - Reporting – Do you have the reporting available to measure and react?
  - Customer facing staff is critical to success – is the staff bought in?
  - Customer service – is there a clear customer resolution path?

- **Brand Image**
  - When/how to solicit membership?
  - When/how to approach guest during experience?
  - What’s their competition doing?