



TACO DEL MAR IS

the fresh, fast and fun alternative to traditional Mexican food, serving mondo burritos and ripping fish tacos with a friendly, relaxed Baja style. Our client, a franchisee owner who owns multiple restaurant brands/stores in a major USA city, knew they wanted to create a more loyal customer group to not one, but several of their brands. SoftCard Systems was selected to provide the technology solution that allowed these stores to identify and promote offers to these brand loyal guests.

THE CHALLENGE

To establish a guest reward program which extends an incentive to increase store traffic & revenue, and provide the ability to track guest's purchases. Additionally, develop promotional opportunities to drive traffic during off peak periods.

"As a franchisee owner of different restaurant brands, I have tried to increase customer visits over the years. SoftCard Systems has provided me with an easy technology solution to do just that. Already paying for itself in dividends, SoftCard's Storefront Loyalty Express™ is affordable - with no ongoing transaction fees, it now gives me the ability to keep my best customers coming back to my stores.

Franchisee Owner, Raj Mehta

THE SOLUTION

SoftCard Systems implemented the Storefront Loyalty Express™ solution that allowed the owner to launch a reward points based loyalty program that tracks each participating guest's visits and purchases based on their unique ID. This information is accessible through online reports that provide program activity - at the transaction level, including total receipt, points earned and points redeemed.

Storefront Loyalty Express™ also enables the franchisee owner to establish promotions that help steer guests to off-peak periods, for an incremental reward.

Plans are now in place to expand the offering to multiple stores/brands creating an umbrella program.

THE RESULTS

This Taco Del Mar location has seen exponential growth since the inception of this program.

Since program inception, the overall membership is performing better than expected, with an increase in their average spend exceeding 22%, and engagement levels climbing as 19% of membership base are using the program & redeeming rewards.

Additionally, overall member behavior indicates that a large majority of guest spending, over 70%, is being driven to off-peak periods.

Not only does the participating Taco Del Mar membership and brand recognition continue to grow, their in store sales steadily increase as the program matures.