

## GENGHIS GRILL KEEPS CONNECTED WITH CUSTOMERS



- A fast-casual build-your-own stir fry restaurant, under the Mongolian Concepts brand
- Serving about 50 locations in 15 states for over 20 years



Genghis Grill, an interactive dining experience where customers create their own bowl with fresh ingredients that grill masters then cook to perfection, has been working hard to stay open and pivot their business operations in accordance with every state's mandates.

The brand has been innovating during this time by focusing on carryout and delivery sales with made-to-go orders, while also marketing meal kits that customers can take home and prepare.

Genghis Grill has made constant communication and relationship building efforts a priority. From the Punchh platform, they're sending promotions:

- Highlighting delivery and takeout options
- Offering targeted incentives to loyalty and eClub members
- Reminding guests they have forgotten about the important things, like birthdays!



For more guidance and tools, visit [Punchh.com/insights](https://Punchh.com/insights)  
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