

MOOYAH Restaurant Improves Customer Loyalty Programs to Increase Sales by 24% Year-Over-Year

Melissa Canellis | June 30, 2020



RESULTS

24%

increase in loyalty sales YOY

24%

increase in loyalty AOV**

57%

increase in online sales YOY

RESTAURANT LOYALTY CHALLENGES

- Striving to get customer data insights like frequency and ordering habits
- Lack of digital presence to create seamless customer experience
- During pandemic needed to pivot and provide curbside pickup

RESTAURANT LOYALTY GOALS

- Develop mobile app and integrate with online ordering, POS & payment systems
- Give Guests a safe and convenient way to order, pay, receive food & earn and redeem loyalty points
- Increase loyalty participation

RESTAURANT LOYALTY SOLUTIONS

- Punchh Loyalty
- Mobile app and in-store channels
- Integrations with online ordering (Olo), POS (Brink), and payment systems

Promote Strong Growth with a Dedicated Customer Loyalty Program

MOOYAH Burgers, Fries & Shakes is a fast-casual, “better burger” concept offering made-to-order burgers, hand-cut French fries, and real ice cream shakes in over 84 locations nationally and internationally. Since 2007, the Plano, Texas-based company has strived to meet Guests’ expectations by providing a modern customer experience with menu enhancements that align with new and various dietary preferences, a digital loyalty customer program, and the convenience of making their food available for dine-in, or online ordering with carryout and delivery.

“Punchh is invaluable to our business. They have been a strategic partner since day one, providing us with creative and technical expertise that helps us deliver a seamless, safe and rewarding customer experience that drives same store sales and increases check lift.”

TIFFANY MYERS, DIRECTOR OF BRAND CREATIVE

MOOYAH’s year was off to an impressive start. The first location with their new 2020 restaurant design opened in Hoover, AL and included community-minded, flexible seating areas, a designated area for pickup orders, a digital menu board and back-of-house kitchen display system, as well as a modernized logo. With innovation comes industry recognition, as the brand was the only hamburger franchise concept to have earned a spot on Franchise Gator’s 2020 Top 100 Franchises, a ranking of the top franchise and business opportunities.

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Then COVID-19 struck, creating an atmosphere of uncertainty. MOOYAH had been working with Punchh for almost five years when the pandemic hit. “We had initially chosen Punchh because we wanted to enhance our loyalty program with a robust app provider who could also integrate with our online ordering, payment and POS systems,” said Tiffany Myers, Director of Brand Creative.

MOOYAH Positioned for Success Through Digital Customer Insight Investments

Punchh successfully integrated with Olo and Brink giving MOOYAH a unified digital presence that captures customer data from multiple engagement touchpoints. MOOYAH now has a better understanding of Guest preferences and behaviors, which has helped the brand strategically plan and grow their loyalty program, according to Myers.

Like other restaurant brands, their annual goals were quickly challenged by dining room closures. With online ordering and delivery already in place, MOOYAH began providing free dispatch delivery for seven weeks for customers who ordered online or through the MOOYAH Rewards App. In order to further meet customers’ needs, MOOYAH looked to roll out curbside order mode on Punchh and Olo for many of their locations, as this was the only missing piece to their food operations. Myers notes that Punchh reacted quickly to their requests helping them go live within two weeks.

Punchh and our app have always been critical components to our success and this was especially true during the pandemic,” said Myers. “Punchh shared best practices and insights to help us appropriately message our loyal fans about our temporary hours, closures and latest information, while also offering guidance on how to promote local offers such as 2- and 4-person bundle deals and pantry items through targeted customer segmentation and our app.”

TIFFANY MYERS, DIRECTOR OF BRAND CREATIVE

Supporting Local Communities & Stores with Punchh Restaurant Related Promo Codes

As MOOYAH always makes it a point to become involved within the communities they serve, it is important to them to continue this tradition of helping others. However, the pandemic created a challenge for their fundraising program, which is typically driven by in-restaurant sales only. MOOYAH and Punchh put their heads together and innovated a way to offer online digital fundraisers using Punchh promo codes. The promo codes are set up for each of their locations at the individual store level and give app users 1 bonus point when they use the codes. MOOYAH is able to track net sales to calculate donation amounts and provide a boost to their local stores and their local communities.

MOOYAH has been experiencing a win-win situation since implementing online fundraising, and plans to maintain this feature in the future so Guests will always have the ease and expediency of participating digitally. Myers sees it as a worthwhile investment by the value it brings to Guests, communities and local restaurants. It also fits into their overall marketing strategy designed to increase customer acquisition, reward signups and loyalty participation through mobile convenience.



On a national scale, MOOYAH partnered with Certified Angus Beef® to donate 50 cents to the No Kid Hungry program for every hamburger sold on National Hamburger Day. This digital effort raised \$5,000 for the charity.

Delivering engaging fundraising opportunities and campaigns over the past five years has helped MOOYAH build strong customer loyalty. Their metrics demonstrate YOY loyalty program success with increases in loyalty sales (24%), participation rate (20%) and loyalty visits (17%). “We see positive results working with Punchh and know they’re dedicated to helping us continue to deliver smarter, more effective campaigns that will continue to grow loyalty participation and average check size,” said Myers.

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