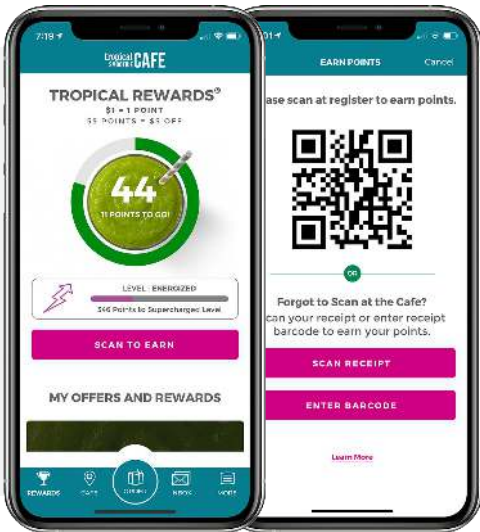


# TROPICAL SMOOTHIE CAFE INCREASES CUSTOMER ACCESSIBILITY & SEAMLESS DIGITAL ORDERING WITH NEW PUNCHH-POWERED MOBILE APP



**“Through our new app powered by Punchh, we are able to target our marketing strategies based on guest frequency and preferences. We can deliver a more convenient guest experience at scale and optimize each interaction for a truly individualized experience.”**

**MICHAEL LAPID**, CHIEF INFORMATION & DIGITAL OFFICER OF TROPICAL SMOOTHIE CAFE, LLC



## CHALLENGE

Deliver a mobile-focused customer loyalty program that meets customers where they are & provides a seamless ordering experience

## SOLUTION

- Punchh Loyalty with customized tiered reward program
- Coupons & Promo Codes
- Integrations with POS (Micros 3700) and Online Ordering (Olo)

## RESULTS

- Digital sales have accounted for **35% - 65%+** of total sales\*
- Same store sales growth of **+19.5%\*\***
- Migrated **275,000** members and added **170,000** members within first month of program launch

\*During the pandemic  
\*\*Q3 2020

Tropical Smoothie Cafe, LLC, is a 920-unit fast-casual brand known for its better-for-you-smoothies and food with a tropical twist. In 2020, Tropical Smoothie partnered with Punchh to power customer engagement and loyalty through a new mobile app.

## NEW Tropical Smoothie Cafe App Features

- Choosing an order mode within the app (delivery, curbside and in-cafe pickup)
- Improved order location accuracy
- Access to recent order history
- Saving favorite orders to make reordering easier
- Scanning receipts to earn rewards
- Easily track earned and redeemed points
- Access to personalized offers & promotions
- Safe touchless payment & delivery options

Punchh’s loyalty solution equips Tropical Smoothie Cafe with customer acquisition tools, marketing campaign automation, integrated offers, and real-time, AI-powered data analytics to create 1:1 experiences for each guest that drive higher lifetime value and ROI. Check out more about Tropical Smoothie’s successful mobile loyalty program.

To Learn how to improve customer accessibility, visit [Punchh.com/insights](https://Punchh.com/insights)



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