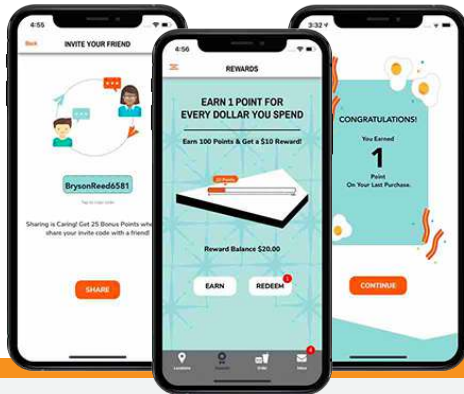


NORMS RESTAURANTS LOYALTY PROGRAM



NORMS Restaurants launched their Loyalty Program with a Punchh-powered rewards app in 2017.



NORMS Restaurants Loyalty Program Drives Triple-Digit Gains

NORMS Restaurants has been serving up a family dining experience unlike any other since 1949. It's a SoCal icon with 22 locations throughout Los Angeles, Orange, and Riverside counties.

“NORMS is a legacy brand and Punchh helps us stay current with our customers’ preferences and lifestyles. We’re able to drive additional sales through new channels with targeted campaigns that highlight our everyday value and also reward loyalty members with exclusive offers.”

INGRID MARTINEZ, VICE PRESIDENT OF MARKETING, NORMS RESTAURANTS

During 2020’s widespread restaurant restrictions, NORMS pivoted their operations and began offering online ordering and delivery. Working with Punchh, NORMS delivered their customers an integrated online and mobile ordering experience complete with photos of their menu offerings through the NORMS 24/7 Rewards app. It was a strategic decision to make ordering a quick and easy process for the specific market they serve.

After surveying customers in 2021, which indicated their preference to come in and pick up food, NORMS refocused their efforts to provide a convenient, branded online ordering and pick up experience. To fully support this new channel and continue its growth, NORMS’ marketing team created online ordering campaigns and communicated specials to guests through in-app messaging and emails.

While NORMS fans span across generations, the addition of an online ordering channel helps them continue to grow in both presence and popularity by keeping up with their customers’ changing needs--during the pandemic and for years to come. NORMS has been rewarded with significant growth year-over-year, including a 100% plus increase in same-store loyalty sales.

CASUAL DINING LOYALTY PARTNER INTEGRATIONS

POS (Aloha), Online Ordering (Olo) and Messaging (Sendgrid)

CASUAL DINING LOYALTY CHALLENGE

Deliver a branded and convenient online ordering and pickup experience as requested by NORMS’ customers

CASUAL DINING LOYALTY SOLUTION

Created strategic online ordering campaigns, along with bounceback flyers to drive customers to digital ordering and pickup, away from third-party delivery services.

CASUAL DINING LOYALTY PROGRAM RESULTS

- 100+% Increase YoY Same Store Loyalty Sales
- 34% Increase QoQ Online Loyalty Sales
- 16% Increase QoQ Online Order Average Check

REQUEST A DEMO

Let’s Make More Loyal Customers

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