

# Condado Tacos' Recipe for Creative Loyalty Achieves a 44% Retention Rate



## Results

**37%**

Increase in Loyalty Sales YoY

**20%**

Increase in New Referrals QoQ

**44%**

Retention Rate

## Introduction

Condado Tacos, the thriving taco joint known for its unique blend of clean ingredients, and a fast-casual, yet personalized dining experiences, has successfully harnessed the power of PAR Punchh's loyalty software to revolutionize customer engagement and brand loyalty. Focusing on their vision to create a nationwide footprint while maintaining a local neighborhood restaurant feel, Condado Tacos has implemented Punchh in innovative ways, emphasizing experiential loyalty beyond just traditional discounts.

## Brand Overview

With a commitment to creating an energetic atmosphere and welcoming environment, Condado Tacos stands out by incorporating local themes and cultural elements with unique and craveable tacos, served alongside margaritas made with fresh fruit purées and tequilas. The brand, situated in a niche segment between fast-casual and full-service, has rapidly expanded to 50 locations, opening 5-10 new stores annually. Founded on the principles of art and individuality, Condado Tacos collaborates with local artists to paint the interiors of all of their restaurants, infusing a unique twist and creating a vibrant atmosphere.

**"Our original goal and vision for our loyalty program was to be something more than just an ordering platform, for it to be a way for us to engage our guests, to surprise and delight, and to make our guests feel seen and known."**

Sara Kear  
Chief Marketing Officer

**CONDADO**  
TACOS • TEQUILA • MARGARITAS

## Challenges

- Required a digital loyalty program
- Lacked the ability to manage marketing & loyalty activities in one place
- Needed to create a rewarding mobile app experience

## Goals

- Increase brand awareness nationally and at the local level
- Establish customized digital loyalty program
- Create a unique and personalized experience for loyalty members

## Solutions

- PAR Punchh Loyalty, Surveys, Coupons, SMS & Promos
- PAR Punchh Challenge Campaigns
- PAR Punchh Developed Mobile Rewards App

# Condado Tacos' Recipe for Creative Loyalty Achieves a 44% Retention Rate

## Challenges and Goals: Loyalty at the Heart

Condado Tacos' rapid expansion efforts meant the brand was challenged in new markets to create awareness and drive new guest engagement. With the goal of nationwide expansion, they aimed not only to continue to grow their business but also to establish themselves as a recognized brand. Loyalty became a key focus, with the goal of creating a unique and personalized experience for every visitor.

## Punchh Partnership: A Catalyst for Creativity

Enter Punchh, Condado Tacos' first true loyalty program. The brand embraced Punchh not just as a tool but as a creative partner in building loyalty. They were able to integrate various existing marketing efforts into Punchh, enabling them to transition into a cohesive and measurable digital loyalty program.

## Let's Be "Buds with Benefits"

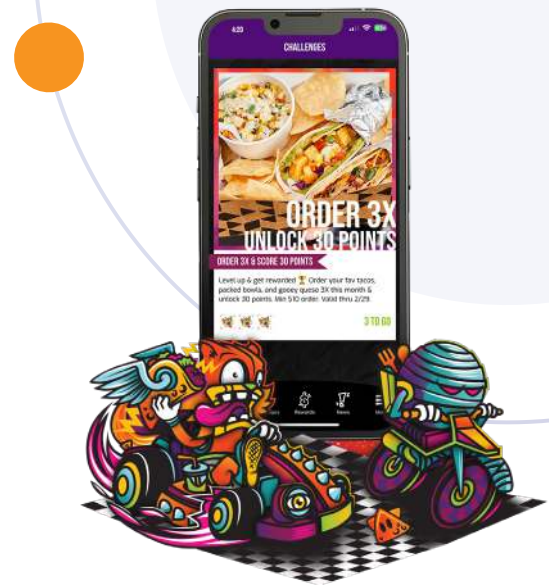
At the heart of Condado Tacos' loyalty strategy lies their distinctive "Buds with Benefits" tiered rewards program. Determined to achieve "Best Bud" status, loyalty members can enjoy exclusive offers and rewards by working their way to the top. This program has been instrumental in not only fostering brand loyalty but also seamlessly integrating into the brand's digital marketing and social initiatives.

The "Buds with Benefits" program goes beyond traditional loyalty offerings by focusing on experiential rewards as well. Some examples include developing a holiday playlist launched within their app for top tier Best Buds or involving guests in research and development opportunities for new menu offerings.

The unique approach of offering non-discount rewards in addition to actively listening to customer feedback through a variety of surveys has played a pivotal role in Condado Tacos achieving an impressive 44% retention rate.

## Utilizing Challenge Campaigns

Condado Tacos has successfully implemented approximately 20 data-driven Challenge campaigns with Punchh, strategically delivered through customer segmentation. These challenges are designed to encourage specific behaviors, such as driving new menu



item purchases, promoting visits at different times of the day, and enhancing in-restaurant experiences.

This tailored approach ensures that challenges resonate with specific segments of their diverse customer base, creating a more engaging and relevant loyalty experience. The challenge campaigns not only drive participation but also strengthen the emotional bond with their customers. This aligns with Condado Tacos' overarching goal of making every visit personalized and memorable.

## Conclusion: Crafting a Unique Taco Experience

Condado Tacos, with Punchh as their innovative ally, has redefined loyalty in the restaurant industry. Their commitment to creative, experiential loyalty, and leveraging Punchh's features in imaginative ways has not only increased customer retention but has also solidified Condado Tacos as a unique and beloved brand. As Evan Pardue, Brand & CX Manager succinctly puts it, "Punchh has been great as a partner. We are a fast, excited, and energetic brand, and Punchh has always matched that energy, which you don't normally see."

In the competitive world of dining, Condado Tacos stands tall, not just as a taco joint, but as a brand that understands the true essence of building lasting connections with its customers.

REQUEST A DEMO

Let's Make More Loyal Customers

Contact@Punchh.com

