

Beyond Just Burgers: MOOYAH's Ongoing Commitment to Customer Loyalty



Results

535%

YoY Increase in
Engagement Rate

36%

Increase in
Loyalty Program
Acquisition Rate*

47%

Increase in App
Download
Acquisition Rate*



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 73 stores nationally and internationally. Since 2007, the Plano, Texas company has strived to meet guests' expectations by providing a modern customer experience with menu enhancements that align with various dietary preferences, a digital loyalty program, and the convenience of making their food available for dine-in, or online ordering with carryout and delivery.

With quality at the center of everything they do, the same applies to their customer loyalty program. Now entering their eighth year with PAR Punchh, MOOYAH continues to provide their guests with the best possible loyalty experience. While they continue to evolve their offerings to meet the dynamic demands of the burger restaurant landscape, they remain true to their mission of delivering the greatest value possible to their customers.

Program Restructure and Mobile App Revamp

Recognizing the need to adapt to changing consumer preferences and industry trends, MOOYAH underwent a significant overhaul of its loyalty program and mobile app in 2023. Moving away from the traditional Banked Currency model, MOOYAH now embraces a Tiered structure to provide more tailored rewards and incentives to its diverse customer base. This strategic shift was complemented by a comprehensive revamp of the mobile app they launched in 2016, aimed at enhancing user experience and driving higher engagement levels for guests across all stages of their customer loyalty journey.

The primary objective of these initiatives was to increase guest engagement and frequency, thus fostering strong brand loyalty and driving revenue growth. By offering a more flexible and rewarding loyalty program, MOOYAH aims to incentivize customers across all segments to interact more frequently with the brand both online and in-store.

Restaurant Loyalty Goals

- Refresh loyalty program and mobile app
- Increase guest engagement and frequency
- Provide additional communication channels for loyalty members

Restaurant Loyalty Solutions

- Punchh Loyalty
- Mobile app and Mobile Experience
- Integration with PAR Brink POS

"Punchh is the best-in-class loyalty solution for restaurants, particularly for us in the competitive burger space. It's important to be agile and your solution integrates seamlessly with all of our systems and processes that we have in place."

Tiffany Myers, Director of Brand Creative,
MOOYAH Burgers, Fries & Shakes

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Driving Acquisition with Loyalty

Towards the end of Q3 2023, MOOYAH took an innovative approach to their acquisitions strategies to further support the success of their loyalty program. Recognizing the role that new customer acquisition plays in driving the growth of their loyalty program, MOOYAH launched a highly successful digital campaign aimed at attracting new guests to the brand.

MOOYAH decided they were going to aim big and went with a compelling offer: a FREE cheeseburger for individuals who downloaded the MOOYAH loyalty app. This strategic offer not only incentivized new customers to engage with the brand but also encouraged them to become active members of the loyalty program.

Through this campaign, MOOYAH witnessed a staggering 535% increase in engagement compared to the previous year, showcasing the effectiveness of the campaign in capturing the attention of potential customers. This surge in engagement translated into a significant uptick in loyalty app sign-ups, with a remarkable 112% increase recorded during the campaign period.

“Tapping into new acquisition strategies has been instrumental in fueling the momentum of our loyalty program. These efforts have significantly bolstered our program's success and positioned us for continued growth in 2024.”

Jeff Wilshire, Director of Performance Marketing,
MOOYAH Burgers, Fries & Shakes

Implementation of New Innovations

In addition to the restructuring of their loyalty program and mobile app, MOOYAH embraced new campaign strategies and marketing channels to further enhance their customer experience. The introduction of Challenge campaigns for guests to complete provides a gamified experience to achieving rewards, allowing them to enjoy MOOYAH's variety of offerings with added fun.

Utilizing new methods of communicating with their loyalty customers also plays a key role in the efforts MOOYAH has been deploying to cater to their guests' changing needs. Recently, MOOYAH began leveraging SMS promotions through

the Punchh integration with Attentive, enabling personalized communication with loyalty members and driving engagement through targeted promotions and offers. These innovations not only expand the reach of MOOYAH's marketing efforts but also strengthen the bond between the brand and its loyal customer base.

“We are excited about where Punchh has helped us get to and where we are headed as a brand. There is just such a great synergy that we have between our teams that we've created over all these years.”

Tiffany Myers, Director of Brand Creative,
MOOYAH Burgers, Fries & Shakes



As a longstanding customer of Punchh since 2016, MOOYAH exemplifies a commitment to quality and value in customer engagement and satisfaction. Their strategic decision to restructure their loyalty program, invest in their mobile experience, and completely revamp their mobile app reflects their proactive approach to staying ahead of the competition and meeting the evolving needs of their guests. By leveraging Punchh's various capabilities and integrating innovative solutions, MOOYAH continues to enhance its brand value and drive growth in an increasingly competitive market landscape.

With a focus on quality, innovation, and personalized experiences, MOOYAH remains dedicated to delivering exceptional value to their guests. As they continue to expand their footprint and refine their loyalty efforts, MOOYAH exemplifies the power of strategic partnerships and a customer-centric approach in driving success in the burger restaurant industry.

REQUEST A DEMO

Let's Make More Loyal Customers
Contact@Punchh.com

