

Robeks Pairs Unique Flavors with Creative Loyalty Campaigns to Boost Retention Rate



Brand Overview

Found in 1996, Robeks is a brand synonymous with creativity and health, renowned for its inventive use of fresh ingredients to craft unique smoothie flavors and toasts that delight its guests. Staying true to its brand identity, Robeks has continuously pushed boundaries with out-of-the-box Limited Time Offers (LTOs) and a commitment to guest satisfaction. But a major key to the brand's sustained success lies in tandem with its innovative offerings – its seamless utilization of the PAR Punchh loyalty platform.

Challenges

Prior to partnering with PAR Punchh, Robeks faced challenges when it came to utilizing their loyalty platform. With limited control, campaign creation often required additional costs, leaving the brand at the mercy of an inflexible system. These limitations hindered Robeks' ability to strategize and execute campaigns efficiently.

Why PAR Punchh?

The switch to PAR Punchh marked a pivotal moment for Robeks. PAR Punchh's platform offered unparalleled ease of use, allowing for greater control over campaigns and segmentation thanks to receipt tagging.

“The great thing about PAR Punchh is that it puts you in the driver's seat and empowers you to work quickly and effectively.”

Irene Chao,
Sr. Digital Marketing Manager, Robeks

The integration of POS systems and cross-departmental functionality enabled Robeks' marketing, IT, and operations teams to collaborate seamlessly. PAR Punchh's hands-on customer service also played a crucial role, with its CSM team providing strategic insights and KPIs to guide successful campaign implementation.



QSR Loyalty Program Challenges/Goals

- Utilize customer behavior and preference data to grow loyalty program
- Work from flexible platform to create compelling campaigns easily
- Create unique and personalized experience for loyalty members

QSR Loyalty Program Solutions

- PAR Punchh Loyalty
- Coupons & Promos
- Mobile App

QSR Loyalty Program Results

- 27% Participation Rate
- 43% Retention Rate
- 4.29 Average Checkin Frequency

Robeks Pairs Unique Flavors with Creative Loyalty Campaigns to Boost Retention Rate

Robeks Rewards

With the PAR Punchh-powered Robeks Rewards program, the brand has achieved consistent growth and success. Robeks' approach to their loyalty program has been as unique as their smoothie flavors, placing emphasis on targeted campaigns that resonate with their guests.

A key campaign that stood out was National Smoothie Day. Drawing inspiration from other successful loyalty campaigns, Robeks created social media "drops" that offered loyalty members exclusive promo codes at various times of the day. Guests could unlock rewards such as free smoothies and other offers, generating excitement and urgency. The campaign was so successful that guests voiced their sense of urgency and excitement about the drops, a testament to the engagement and anticipation built around the event.



This creative use of PAR Punchh's dynamic code generation and advanced segmentation capabilities allowed Robeks to grow their loyalty database and social media following significantly. Chao emphasized that PAR Punchh's ease of segmentation helped her target specific guests more effectively, ensuring that promotions reached the right audience at the right time.

Consistent Results and Strategic Growth

One of the strengths of Robeks Rewards has been its ability to maintain guest engagement year-round, regardless of seasonality. Chao and her team strategically employ targeted campaigns rather than blanket promotions, focusing on lapsed guests and specific segments to drive repeat visits. With a 27% participation rate and high redemption rates, Robeks has proven that consistency, coupled with a thoughtful loyalty strategy, can yield impressive results.

The brand has also been able to manage its discount rates effectively, a key concern for franchisees. PAR Punchh's detailed reporting and analytics dashboards have allowed Chao to monitor discount rates closely, ensuring that Robeks maintains profitability without over-relying on deep discounts.

"PAR Punchh provides such a great amount of detail the second you open the dashboard page and makes it so easy to analyze our performance data and adjust if needed to within seconds."

Irene Chao,
Sr. Digital Marketing Manager, Robeks

As Robeks continues to grow its customer base and refine its loyalty strategy, PAR Punchh remains a critical partner in helping the brand achieve its goals. With plans to integrate new technologies and further segment its guest data, Robeks is well-positioned to keep delivering exceptional guest experiences.

REQUEST A DEMO

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

