



wheatlessbg.com

Restaurant

December 2014 - June 12, 2017

the client

Wheatless Restaurant is Bowling Green, Kentucky's first gluten-free restaurant, serving quality food that anyone will enjoy. Wheatless is a fast casual restaurant, completely gluten-free and serves breakfast, lunch and dinner.

the challenges

- Staying top-of-mind in a highly competitive restaurant industry.
- A digital loyalty program that is extremely easy to sign-up for customers and easy to maintain for their restaurant staff.
- A customer rewards program free of apps, punchcards or swipecards.
- Needed a simple, effective method to promote deals & special offers.

the benefits

Wheatless found the ideal solution in using TL Connects' Engagement Platform. Customers are able to sign up in less than 20 seconds using their mobile phone at an iPad kiosk, check in at every visit to earn rewards and opt-in to receive text messages. Being a completely mobile-phone based program means there is no need for customers to carry punch cards or download apps to their phone.

The platform's auto-responders and automatic retention programs are easy to set-up and once running, work automatically to keep the brand on top of their customer's minds.

the results...



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Total Customer Engagement

December 2014 - June 12, 2017



TL Connects' *Digital Loyalty Program*, with *iPad Kiosk* in a tamperproof case, provided Wheatless with a fast and simple loyalty platform. It makes sign-up very quick and easy for the customer, (under 20 seconds). A sign-up offer of a *Free Beverage* is awarded to new sign-ups and a loyalty offer of *\$5 OFF \$20* is awarded every 5 check-ins. To engage the customers who have not returned within 30 days, the *retention program* automatically sends a text message to them with another offer of *\$4 OFF \$10* if they return to the store within 7 days of getting the text. Wheatless joined TL Connects in December of 2014 and these figures reflect their numbers from the beginning through April 15, 2015.

Loyalty Stats

4,403
Subscribers

22,987
Check-Ins

3,214
Loyalty
Completions

Sign-Up Offer:

FREE Beverage

Loyalty Offer:

\$5 off \$20

Every 5 Check-Ins

Retention Stats

Retention Offer:

\$5 Off \$10

when absent 15 days

11,704
Messages
Sent

1,408
Redemptions

12%
Redemption
Rate

\$16,896
*Proj. Revenue
produced



* based on an \$12 ticket average

textALERT Offers



Wheatless Alert: \$5 OFF \$20

Good till Christmas. Happy Holidays!!

textALERT offers are used to promote specific events, products, new menu items or even drive more business for a rainy day.

Wheatless sent a textALERT to **275** subscribers to boost holiday sales. This alert was sent only one month after starting the program. They offered **\$5 OFF \$20** to anyone coming in to redeem the offer. The offer lasted for two weeks and had a **13.4% redemption rate**, producing an estimated **\$444** in revenue.



275
Messages
Sent

37
Redemptions

13.4%
Redemption
Rate

\$444
*Proj. Revenue
produced

previous offers

\$3 OFF \$10

10 Day Special

965
Messages
Sent

105
Redemptions

10.8%
Redemption
Rate

\$1,260
*Proj. Revenue
produced

* based on an \$12 ticket average