

SUCCESS STORY
Benedetto's



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Benedetto's Ristorante

Italiano, a local and upscale Italian restaurant, needed a way to build customer loyalty and brand engagement. A mobile app provided a way to engage customers beyond the confines of the establishment through push notifications and a gratifying loyalty program. Now, the restaurant has dramatically increased customer retention, as well as revenue and year on year growth

Mobile App

Helped Local Italian Restaurant Grow 33% Every Year

THE CHALLENGE:

Build Customer Loyalty & Engagement

Benedetto's was already successful, but they wanted to build loyalty and engage customers - also outside of the establishment. The owner previously used email campaigns; his forte was writing strong emails that gave rise to his list of 47,000 subscribers. Adding an app to his marketing repertoire would increase engagement even more and add to the restaurant's success.

THE SOLUTION:

Exciting Loyalty Program & Push Notifications

The mobile strategy was simple: focus on the loyalty program and push notifications, and do these right. If a restaurant is more pricey than usual, a customer might think twice about dining there (even if it is their favorite place). Benedetto's created a loyalty program that overcame this initial barrier by providing customers with a generous reward - a completed mobile punch card can be redeemed for \$50. In addition, the owner uses his persuasive writing skills to send out push notifications to these loyal customers.



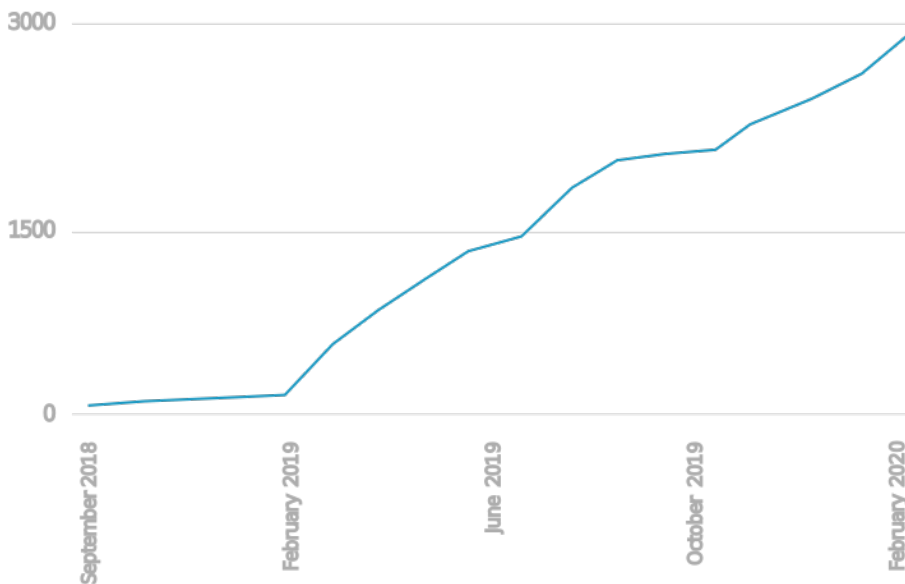
The fishmonger brought fresh stone crab to the backdoor one evening, so Chef Ben sent out a push notification letting everyone know about his catch of the day. The message went out 5pm and he was sold out of crab by 7pm!

THE RESULTS:

Increase in ROI & Customers Retention

By adding a mobile app to the marketing portfolio, Benedetto's was able to grow the business with 33% every year, for the last 3 years. The simultaneous marketing endeavors, including quality emails, powerful push notifications, and an exciting loyalty program, have allowed Benedetto's to dramatically increase customer retention and engagement. The restaurant also has over a 1000 loyal customers actively using the loyalty program on a regular basis.

Installs Increased Steadily to 2,800+



2,800+
Downloads

1,000+
Loyalty Users

33%
Growth Every Year

KEY SUCCESS FACTORS:

Zeroing in on the key value you can provide to customers and translating that into an app.

Using the KISS approach (=Keep it Simple, Stupid) to determine app features and executing them perfectly.

