

CASE STUDY: Mixt

Digital loyalty app speeds up lines and grows customer loyalty for a trendy, health-conscious US West Coast restaurant

Frustrated by the lack of delicious, healthy, high-quality lunch options, the Silverglides – Leslie, David, and Drew – launched the first Mixt in 2004.

They knew right from the start they had something great. Long lines formed, people talked, and they quickly grew to 14 restaurants across San Francisco and Los Angeles.

Mixt wanted to reward customers for waiting in those long lines, so they gave out a small wallet-sized loyalty card that got punched every time customers made a purchase. After ten punches, customers got a free meal.

It was the right idea, but the program caused some pain they didn't see coming: Handing out the cards ate up time on the already long lines. Customers frequently wanted to combine multiple cards, which slowed check out even further. It was expensive to print out the cards. And Mixt didn't even know if it was working: Were people coming back? Was it getting them loyal customers?

In 2012, Mixt decided to go with a digital, card-linked loyalty program that hands out rewards to customers, just like the old punch cards did. But instead of keeping track of where the punch cards were, potentially losing them or forgetting them, customers





just downloaded the app to their phones. A few clicks later, they put in their credit or debit card numbers, and the loyalty perks – along with the free lunches - automatically piled up.

It was so easy to use that four out of every five people who started the registration process were still enrolled three months later. They also came back twice as often as other customers. And Mixt now knows more about what their best customers like and want. Since Mixt rolled out the program, they've seen a 160% jump in loyalty membership without spending much on marketing.

Note: MIXT's proprietary loyalty data, 2012-2018.

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Plus, by using a digital loyalty program, Mixt can collect data to help design new dishes, send email marketing, and surprise customers with specials like birthday rewards.

David Silverglide says: “Moving to a card-linked loyalty program was a game-changer for Mixt. As a growing brand, we depend on customer-friendly technology to streamline operations and delight our customers. Our digital loyalty program is no exception - it gives us great data we can really use and ensures our most loyal customers stay loyal.”