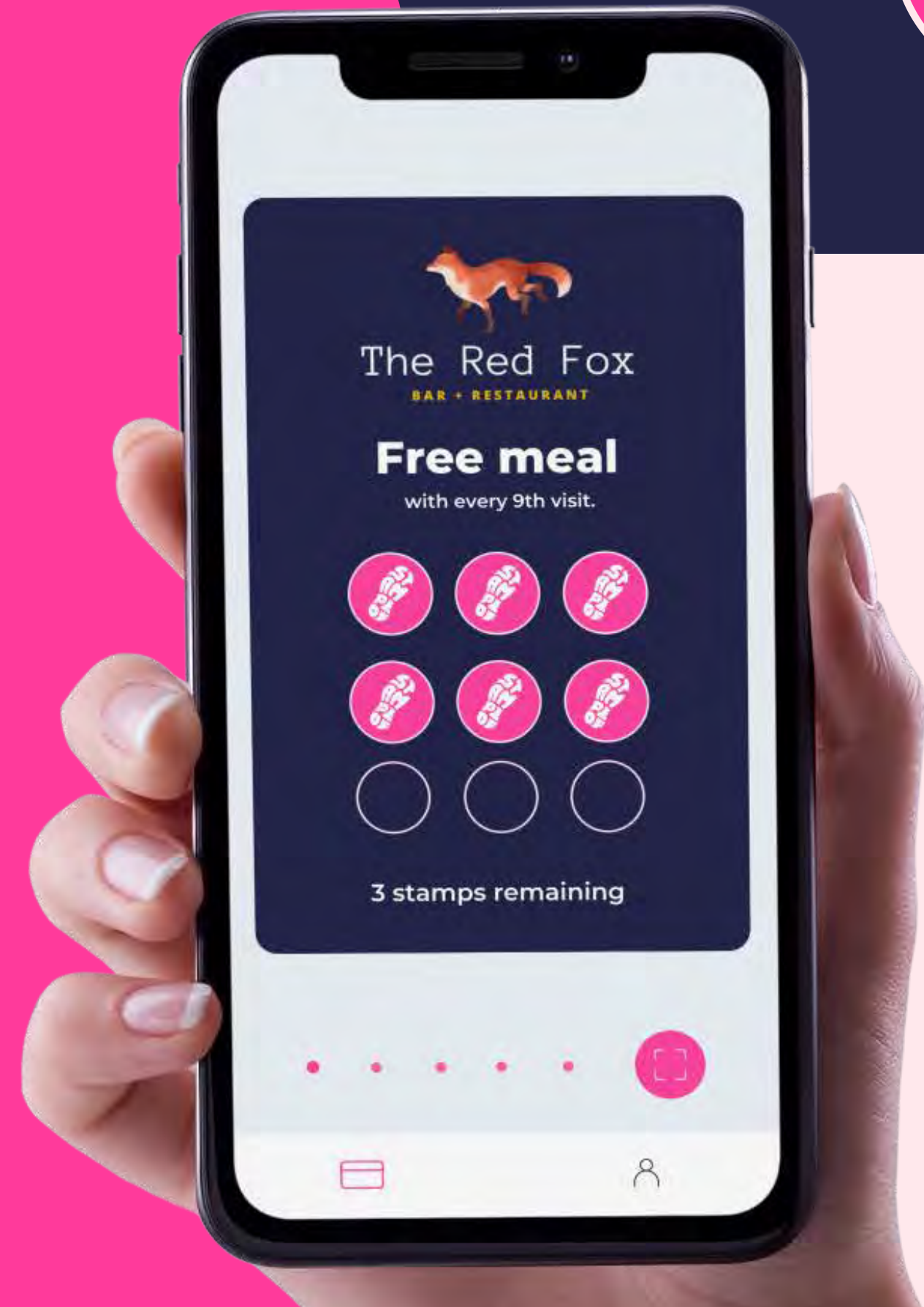




**STAMPEDE**

# 8 Tactics to Increase Customer Spend

**For Hospitality Operators**



# Contents

- 3** Why Boost Customer Loyalty?
- 4** Loyalty Program Types & Examples
- 8** Why Choose Stamp Cards?
- 9** Benefits of Digital Stamp Cards
- 10** 6 Hot Tips To Get Stamp Cards Right
- 12** Stamp Card Campaign Ideas





# Loyal Customers Spend **67%** More Than New Customers

## Get more customers for less

- Increasing customer retention by just 5% boosts profits by 25 - 95%
- Acquiring a new customer costs 25x more than retaining a current one
- Loyal customers spend 67% more than new customers
- Satisfied customers will share their positive experience with 11 different people
- An average of 68% of new customers come from current customers
- Restaurant loyalty programs increase visits by 35%

\*HubSpot - Customer Loyalty Statistics

\*Smallbizgenius - Customer Loyalty Statistics



# Loyalty Program Types

## Point-based

- Most common program type
- Earn points per £ spent – revenue based
- Points translate into rewards/freebies or special offers
- Encourages frequent, short-term purchases

## Tier-based

- Ranking based – i.e. Silver, Gold, Platinum
- Small rewards as base offering, increased value for higher tiers
- Makes it attractive for customers to move up the ladder
- No instant reward
- Used for high commitment, higher-priced businesses, e.g. airlines, hotels

## Stamp / Punch Card

- Get a stamp for every purchase – frequency based
- Rewards/freebies in exchange for full stamp cards
- Visual goal to achieve – how many stamps to go?

## Cashback

- Gives % back of amount spent
- Cash as reward is impersonal
- Cashback money can be spend outside business

## Paid Program

- VIP membership programs
- Pay monthly/annual fee
- Common in service industry or entertainment



# What big brands are doing



## McCafé

### stamp-based

- Digital stamp card
- Buy 5 hot drinks and get 6th free
- Get stamp through McDonald's App, QR code or digit code for drive-through



## Pizza Hut

### point-based

- Get 1 slice for every £10 spent
- No maximum number of slices
- 3 reward types (5, 7, 10 slices)
- Get free garlic bread for signing
- Rewards – free sides, pizzas etc.



## Dunkin' Donuts

### point-based

- Mix of Mobile Payment, On-the-Go Ordering (skip the queue) and Loyalty (earn points for free beverage)
- 200 points needed to redeem
- 5 points per £ spent
- Regular offers and discounts for DD perks
- Sharable discounts and coupons



## Nando's Card

### point-program

- Earn chilli points for 1 visit (Min. spend £7)
- 10 stamps required for full card, 3 food rewards
- Get first reward after 3 stamps, second after 6 and third for full card



# What big brands are doing

## Advanced programs

### Chick-fil-A tier-based



- 4 tier membership program
- \$1 = 10 pts – get more points per dollar in the higher tiers
- Use points to redeem rewards
- Program includes bonus points challenges, birthday offers, exclusive rewards, gift to a friend, new menu insights
- Signature Member (highest tier) – VIP experience and participate in voting opportunities
- Spend \$872.73/year to reach highest status
- App based, also includes order & pay solution

### Fabio Trabocchi Restaurants

#### paid-based

FABIO TRABOCCHI  
RESTAURANTS

- Annual Membership Fee – \$1,000
- Earn 1:1 point on the post-discounted meal subtotal
- Benefits – complimentary food/drink, discounts, get double points for slow times during day/week
- Concierge services – personal reservationist, preferred short notice reservations
- Redeem rewards – 5,000 – 25,000 points for 3 course meal

### Marriott tier-based

MARRIOTT  
BONVOY  
REWARDS REIMAGINED

- Earn 10 points per \$1 – silver, gold, elite
- Big partner network to collect and redeem points
- Redeem for rooms, flights, rental cars, etc.
- App based





# Loyalty Program - Success Story

## Dunkin' Donuts

Engage with loyal and soon-to-be loyal customers

### Why is DD Perks a success?

- Attainable and shareable rewards system
- Used in combination with personalised marketing based on individual customer profiles to encourage repeat visits
- Real-time personalised rewards
- Regular special offers for members to further boost sales and engagement e.g. Free for Fall offer, free drink reward each week



### Success in numbers\*

After launch of app:

- Over 12 million new sign-ups
- 40% increase in customer spending
- \$8m in transactions per day

\*Epsilon - DD perks case study



If you're not a big chain....

## Go for Stamp Cards



# Why choose Stamp Cards as your loyalty scheme?

It's about giving away something for free at low cost to make customers come back.

- ✓ 79% of customers are more likely to join a rewards program that doesn't require carrying a physical card.
- ✓ 78% of customers want a loyalty program that allows them to redeem their rewards more easily.

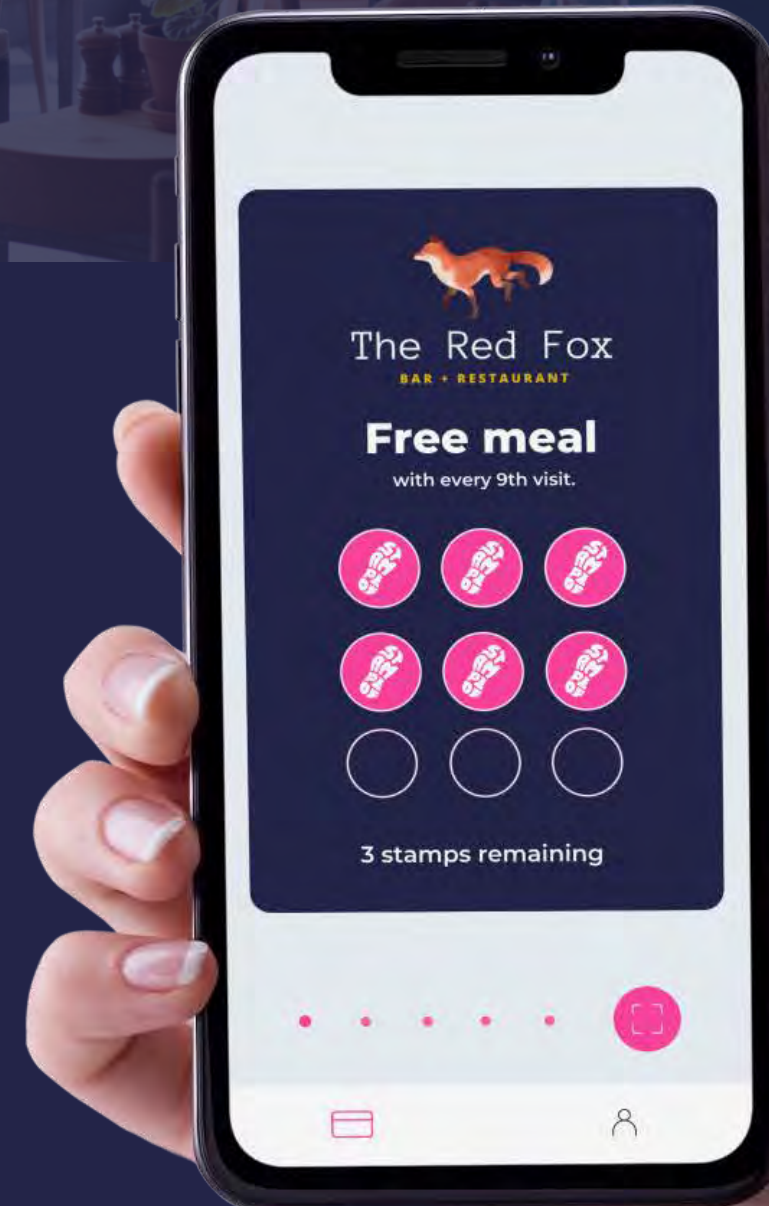
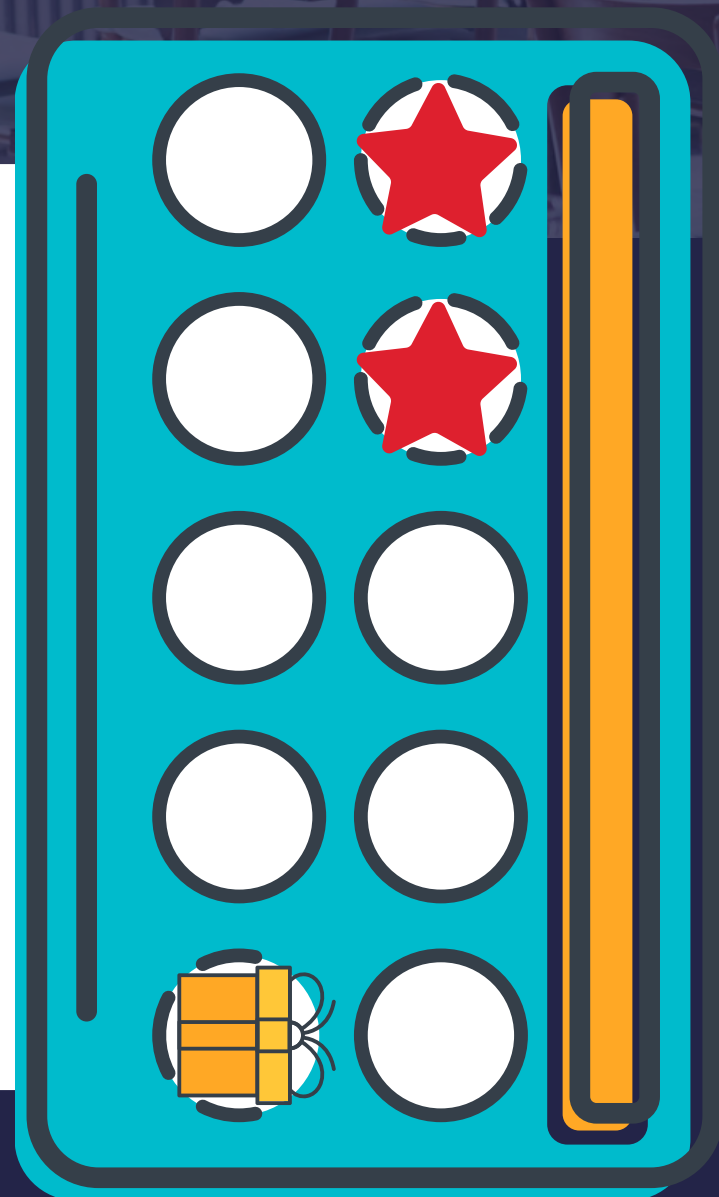


# Suprise Benefits of Digital Stamp Cards



## Drawbacks of Paper Stamps

- ✗ Can't update promotions in real-time
- ✗ Can be easily damaged/lost
- ✗ Don't know how often customers are actually coming back



## Benefits of Digital Stamps

- ✓ Increase spend per head and spend per visit
- ✓ Send offers and promotions
- ✓ Get to know your customers and their preferences



# Stamp Cards

## 6 Hot Tips For Getting It Right

### 1 Is it app based?

- Customers are on their phones all the time, so reach them where they are
- Customers spend on average 4.2h\* per day in apps
- 75%\*\* would engage more with loyalty programs that can be accessed from a phone

\*Tech Crunch - Consumer Trends

\*\*Forbes - Loyalty Program Stats

### 2 How to manage rewards?

- Consider average visit frequency when determining amount of stamps needed to redeem
- Reward engagement/loyalty not just spending, such as extra stamps for social media interaction, or bringing friends

### 3 What rewards to offer?

- Which rewards would be valued most by your customers? Free meal or discount?
- Are your rewards relevant to your business?
- Offer bonus points – new menu items, selected days, special promotions



# Stamp Cards

## 6 Hot Tips For Getting It Right

### 4 Can you customise it to your brand?

- Design your own stamp card
- Be creative with naming, points, rewards
- Make it recognisable for your customers

### 5 Consider adding perks

- Combine it with a loyalty programme for special offers/deals
- Card holders are a special club, get priority access to new things
- Special treats on Birthdays for card holders

### 6 Encourage sign-ups

- Email & SMS marketing campaigns
- Special sign-up offers
- Social media posts and competitions
- Pop-up on your website
- Turn loyal customers into referees – refer a friend



A person with long hair, wearing a dark jacket over a light-colored sweater, is looking down at a smartphone in their hands. The background is a blurred indoor setting.

# Campaign Ideas

Use your Email/SMS marketing to make customers come back more often.

## Collect More Stamps

- "How many more stamps do you need? – a fresh batch of ... arrived today, and we know how much you love them. Come by to get yours."
- "Special weekday deal – earn double the stamps when you buy ..."
- "Flash offer – Buy 1, Get 1 free on all cocktails from 6pm–9pm."

## Full Stamp Card?

- "Time to reap your rewards – redeem your stamps for a free coffee today."
- "Still haven't redeemed your stamps?"
- "You're owed a free ... come by today and enjoy ..."
- "Special freebie for all redeemed stamp cards this month."







**STAMPEPE**

# Bring more customers back

Gain more loyal customers faster with reliable digital stamp cards. Rewarding for them, and your business.

[Find out more](#)

