



smoothieking.com

222 stores (corporate text Platform) • July 2016 - May 2, 2017

16 stores - (Full customer engagement Platform) • July 2014 - May 2, 2017

the client

Smoothie King, founded in 1973, is a smoothie food retailer that caters blended fruit-based drinks. They have grown to over 800 locations and counting, across three continents, from the US to the Republic of Korea, Trinidad & Tobago and the Cayman Islands.

the challenges

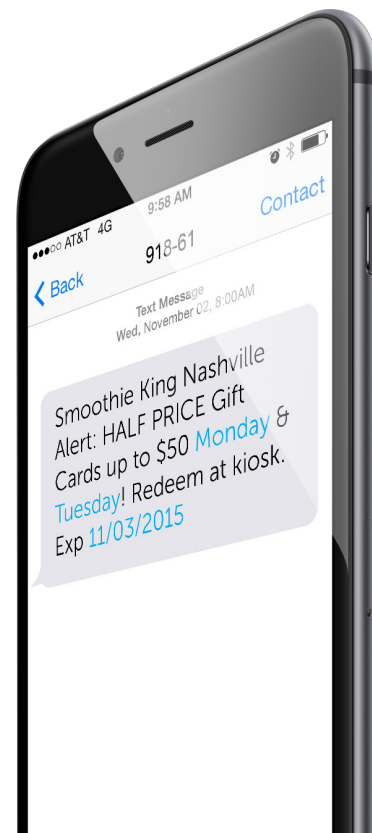
- Starting with a smaller franchise group, Smoothie King Nashville, (16 locations) needed a full customer engagement platform including mobile marketing, digital loyalty program & an automated retention program.
- A year later Smoothie King corporate was searching a full-mobile marketing program to compliment their loyalty program and mobile app.

the benefits

Smoothie King Nashville found the ideal solution in using TL Connects' Engagement Platform. TL Connect's Digital Loyalty Kiosks provide an easy way to sign-up for their loyalty program, which provides a way to give a reward when subscribers reach their goals. textALERTS provide businesses the most successful platform to communicate with their subscribers. With a 98% open rate and most opening texts within 5 minutes, text messages are much more successful than email or app-based engagement platforms.

Corporate was able to get a complete, customized texting platform to reflect their brand identity and engage their guests in new, effective methods.

the results...



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Total Customer Engagement

16 Stores • as of July, 2014



TL Connects' *Digital Loyalty Program*, with *iPad Kiosk* in a tamperproof case, provided Smoothie King with a fast and simple loyalty platform. It makes sign-up very quick and easy for the customer, (under 20 seconds). This study focuses on 16 locations. These locations offer **\$2 Off** for signing up to the program. *Sign-up offers* are awarded to new sign-ups and a loyalty offer of **Free 20oz Smoothie** is awarded every 9 check-ins.

To engage the customers who have not returned within 30 days, the *Auto-Responders* automatically send text messages to subscribers with another offer if they return to the store within 7 days of getting the text. Our Smoothie King partners offer another **\$2 Off**.

The figures below are taken from a 12-month period. The stats to the right show their all-time numbers.

All-Time Statistics

26,710

Total Subscribers

245,170

Total Check-ins

\$282,656

*Proj. Revenue produced

Loyalty Stats

16 Stores • May 2, 2016 - May 2, 2017

10,411

Subscribers

118,553

Check-Ins

10,314

Loyalty Completions

Sign-Up Offer:

\$2 OFF

Loyalty Offer:

Free 20oz Smoothie

Every 9 Check-Ins

16 Stores • all-time totals

Retention Stats

Auto-Responder Offers (differs between locations) :

\$2 OFF

when absent 30 days

46,626

Messages Sent

4,312

Redemptions

9.25%

Redemption Rate

\$34,496

*Proj. Revenue produced



* based on an \$8 ticket average

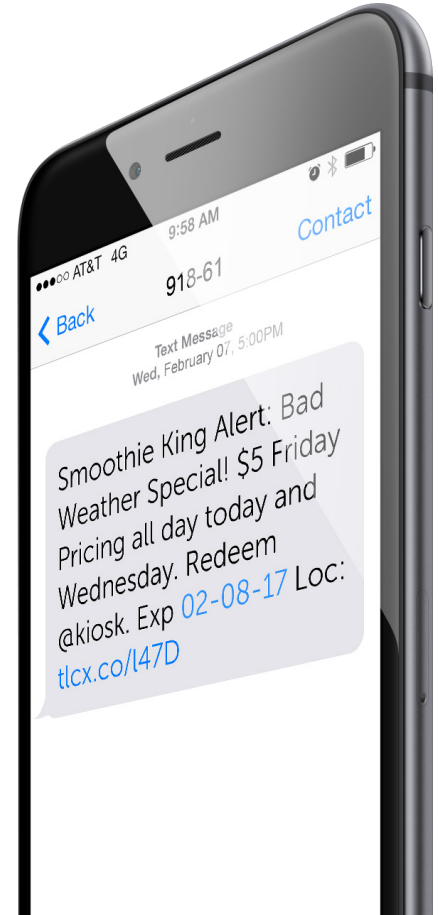
textALERT Offers



Smoothie King Alert: \$5 Pricing all day today and Wednesday

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

Smoothie King, Nashville, sent a textALERT to **16,685** subscribers to promote a new menu item, Frosted Lemonade. They gave it away for FREE, for redeeming the offer. The offer was good for only one day and **623 people** came to the store to redeem the offer giving it a **3.73% redemption rate**. With a 98% open rate, the text messages also put the brand and the new menu item into the minds of their customers.



16,685
Messages
Sent

623
Redemptions

3.73%
Redemption
Rate

other offers

\$5 Medium Smoothie
Monday special

1 Day Special

2,412
Messages
Sent

185
Redemptions

.43%
Redemption
Rate

\$1,480
*Proj. Revenue
produced

Half Price Gift Cards up to \$50
Sent twice, (non-redeemable)

1 Day Special

7,193
Messages
Sent

\$20,000+
Assisted Gift Card
sales

* based on an \$8 ticket average

Retention Offer

Smoothie King Nashville • May 2017



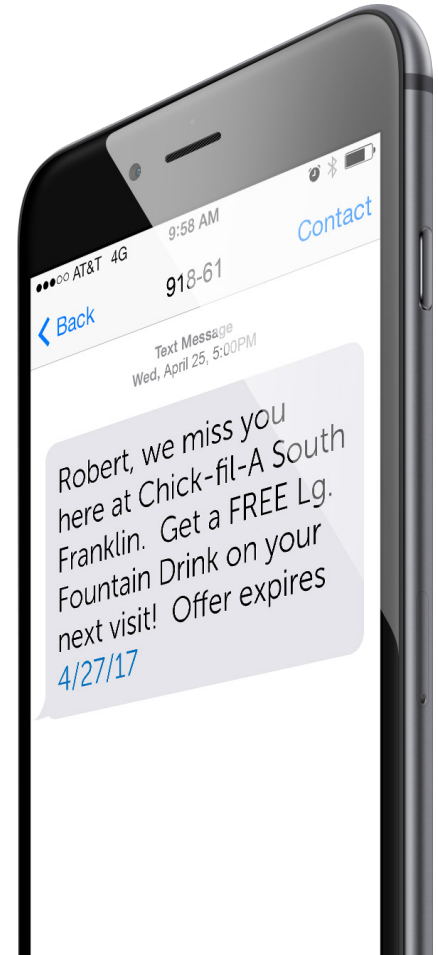
We Miss You Offer: \$2 OFF

We miss you here at Smoothie King. Visit us by 5/10/2017 & redeem \$2 Off.

TL Connects' Retention program is an automated program designed to communicate with subscribers that have not checked in lately. The amount of time is customizable for any merchant.

In this case, Smoothie King set the program to automatically send a *text message* to subscribers that had not checked-in for **30 days**. Their offer of **\$2 Off** is redeemable on the customer's next visit. To provide a sense of urgency, the deal *expires within 7 days* of getting the message.

They have a **9.25%** redemption rate on **46,626** messages sent. Their **4,312 redemptions** have generated a projected **\$34,496** overall.



46,626
Messages
Sent

4,312
Redemptions

9.25%
Redemption
Rate

\$34,496
*Proj. Revenue
produced

* based on an \$8 ticket average

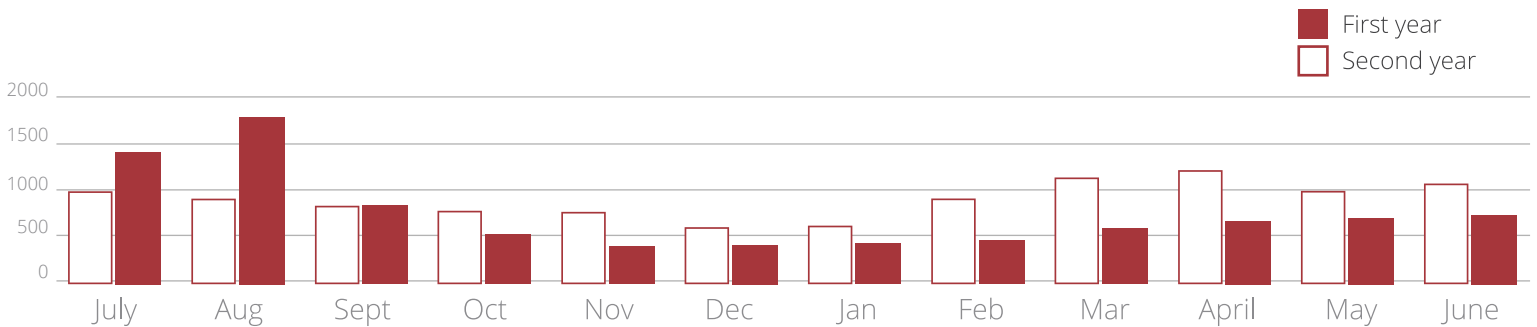
Subscriber Growth

Smoothie King Corporate • May 2017



The corporate Smoothie King doesn't include the loyalty program and auto-responders usually included in the program. However, this program was custom built to manage and boost Smoothie King's mobile marketing campaigns. Most companies find it difficult to maintain a high sign-up rate due to when people come into the store, they sign-up, then eventually it levels out and start declining. Part of the reason for the corporate text program was because of the kiosk's ability to keep new subscribers signing up as the nears go by.

One of our earlier partners, Smoothie King West End of Nashville, TN showed a dynamic increase after the first year of use. The kiosk's fast, easy sign-up process along with the custom design directly at the point-of-purchase dramatically increases participation compared to other programs. Here is a first to second year comparison of sign-ups for that particular franchise.



SUBSCRIBER GROWTH

Their subscriber list continues to grow in the second year at a higher rate than their first year. As with most clients, the biggest spikes in subscriber sign-ups will be in the first couple of months. Then, it will level off, but as shown here, their subscriber list consistently rose every month after their fifth month on the program.



* based on an \$8 ticket average