

CASE STUDY Juice Bars & Smoothie Bars



ilovejuicebar.com

4/2014 - 4/2017

the client

Juice Bar is a healthy franchise that offers fresh-made juices to customers who prefer food options that are nutritious, delicious and convenient. They currently have 20 locations operating in 8 states.

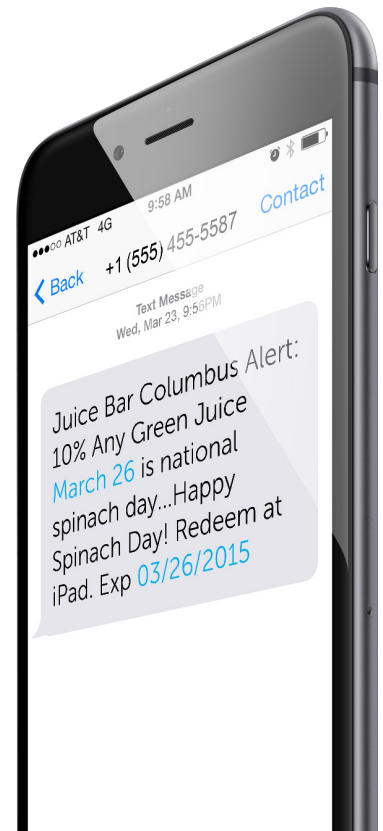
the challenges

- Needed a complete engagement platform to better communicate and engage with their customers
- Promotion of specific products to their customers, such as new flavors or special offers
- Wanted a trackable loyalty program free of punchcards or swipecards.

the benefits

TL Connects' Total Engagement Program features all the tools necessary to meet Juice Bar's challenges. *Digital Loyalty Kiosks* were used to create loyal subscribers who earn rewards once reaching a certain amount of check-ins. The customer signs up and checks-in by using their mobile phone number instead of punchcards or swipecards. *textALERTS* are used to directly engage with subscribers via text message to promote deals, specials, announcements, etc. 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



This case study consists of data from within 28 locations that currently use TL Connects' Engagement Platform. TL's *Digital Loyalty Program*, with *iPad Kiosk* in a tamperproof case, provided Juice Bar with a fast and simple loyalty platform. It makes sign-up very quick and easy for the customer, (under 20 seconds). Juice Bar does not have a sign-up offer which is an option for any partner. A loyalty offer of a *Free Large Smoothie or Juice* is earned every *9 check-ins*. To engage the customers who have not returned within a custom number of days, our *retention program* automatically sends a text message to them with a *10% Discount* if they return to the store within 7 days of getting the text.

Loyalty Stats

28 Locations • 4/2014 - 4/2017

124,005
All-Time
Subscribers

1,231,038
All-Time
Check-Ins

96,699
Loyalty
Completions

Sign-Up Offer:
none

Loyalty Offer:
FREE Large Smoothie or Juice
Every 9 Check-Ins

Retention Stats

Retention Offer:
10% Off
when absent 15 days

235,448
Messages
Sent

19,612
Redemptions

8.33%
Redemption
Rate

\$199,706
*Proj. Revenue
produced



* based on an \$11 ticket average

textALERT Offers

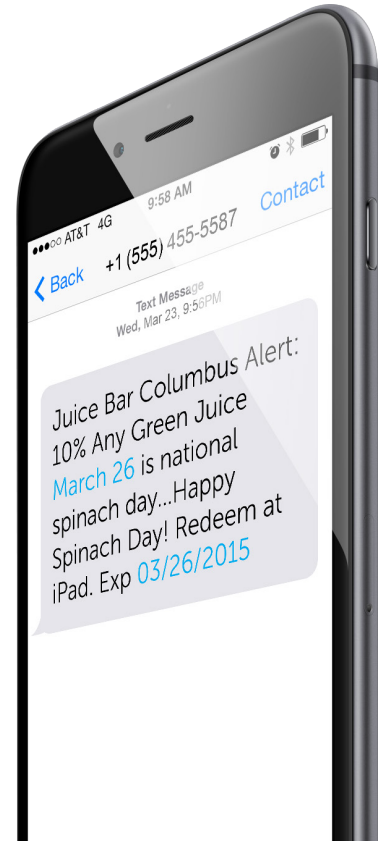


Juice Bar Brentwood Alert: 15% Off Juices/Smoothies.

Sunday Funday! 15% Juices & Smoothies every Sunday in February!

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

In one case, Juice Bar in Brentwood, Tennessee sent an alert to **4,673 subscribers** to boost traffic for one month, *on Sundays*. They offered a **15% Discount on juices and smoothies** to all who redeem the offer. They successfully had **562 people** to redeem the offer for a redemption rate of **12%**. Also, with such a high open rate that text messages have, (98%), **4,579 people** at least read the message, furthering their brand awareness in the community.



4,673
Messages
Sent

562
Redemptions

12%
Redemption
Rate

\$6,182
*Proj. Revenue
produced

Other offers

FREE 6oz juice or smoothie

2 Day Special - Sept. 9, 2015
2 locations

4,242
Messages
Sent

280
Redemptions

6.6%
Redemption
Rate

\$3,080
*Proj. Revenue
produced

50% OFF new food item

7 Day Special - June 24, 2016
2 locations

5,114
Messages
Sent

274
Redemptions

5.36%
Redemption
Rate

3,014
*Proj. Revenue
produced

* based on an \$11 ticket average

Auto-Responders

25+ Locations • 4/14 - 4/17



We Miss You Offer: 10% OFF Juices or Smoothies

We miss you here at Juice Bar. Get 10% OFF your next visit!

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.

Locations are able to set the program to automatically send a *text message* to subscribers that had not checked-in for a custom amount of days. Most of the locations offer *10% OFF after 30 days*, which is redeemable on the customer's next visit. To provide a sense of urgency, it *expires within 7 days* of getting the message.

Many Juice Bar locations have set up different auto-responders with better offers coming later, such as 45 days and 60 days with no check-ins. Overall the locations have a average **8.33%** redemption rate on **235,448** messages sent. Their **19,612 redemptions** have assisted in generating a projected **\$199,706**.



235,448

Messages
Sent

19,612

Redemptions

8.33%

Redemption
Rate

\$199,706

*Proj. Revenue
produced

Knoxville, TN results (avg)

10% OFF after 21 days
15% OFF after 45 days
20% OFF after 60 days

2 locations

33,800

Messages
Sent

3,518

Redemptions

10.4%

Redemption
Rate

\$38,698

*Proj. Revenue
produced

* based on an \$11 ticket average