

Loyalty in F&B

What You Should Consider When Building a Loyalty Program

WHAT MAKES A GUEST DECIDE TO JOIN A LOYALTY PROGRAM?



Rewards are relevant



68%

Rewards are easy to redeem



The program is simple to use

SO WHICH REWARDS ARE MOST ATTRACTIVE TO GUESTS?



71%

Money off every purchase



63%

Free products



43%

Preferential treatment

WHY PEOPLE LEAVE A LOYALTY PROGRAM:



47% The rewards expired too quickly

44% The rewards were too difficult to earn

Rewards must be relevant, redeemable and reliable!

THE TIME IS NOW

Retaining customers is far more valuable and cost-efficient than recruiting new ones, meaning that offering a loyalty program is an absolute must. Utilizing an integrated loyalty program with an advanced POS system that can report and analyze consumer data, delivers a host of benefits to a restaurant and creates significant ROI.

DOWNLOAD THE FULL REPORT TODAY
www.oracle.com/goto/restaurant-loyalty