ORACLE
Restaurants

Level Up Your Restaurant Loyalty with Gamification

Learn how Oracle CrowdTwist offers engagement and gamification to app-based loyalty programs

When you hear the word gamification, what pops into your mind? Is this something just for younger generations or an ever-growing marketing gimmick? Gamification is a broad term, but in the context of customer experience, gamification is defined as game-like experiences in non-game environments. This comes to life through mechanics like points, challenges, sweepstakes, badges, tiers, and quizzes to name a few. Essentially, a loyalty program that tracks behavior(s) which amounts to a reward is gamification.

Gamification is a differentiator in a highly competitive industry.

Gamification is used to enhance a guest's experience and motivate behavior. It is also fun and engaging. In the restaurant space we may think of some classic examples: soda fountain stamp cards, McDonald's Monopoly, or Starbucks seasonal games. The growing trend is to incorporate gamification within a loyalty program, what we call engagement-based loyalty. Moving beyond building transaction-only motivation, the restaurant industry can encourage stickier, top-of-mind, emotional brand connection. "Brands that use gamification in their mobile apps see an average increase of 22% in user retention rates."[1]

## Incorporate engagement and gamification

Oracle CrowdTwist's platform offers numerous ways to add engagement and gamification to an app-based loyalty program. With CrowdTwist support, loyalty programs can offer:

- Ability to unlock rewards
- Polls, quizzes, and surveys
- Badges
- Scavenger hunts
- Challenges
- Sweepstakes
- Games of chance or instant wins
- Code redemption

Develop customized experiences

Fun and seamless brand experiences drive value to users. Let's take a look at real-world examples.

Mobile order incentives

A fast-casual brand wants to encourage visit frequency and mobile ordering. They set up a challenge for their members: place three mobile orders in the next 10 days and earn triple points on those orders!

Happy hour bonus points and badges

A casual dining restaurant wants to promote a newly launched happy hour menu. A campaign is set up for members: Be one of the first 1,000 members to dine in and order off our new happy hour menu and earn 1,000 bonus points and a "Happy Hour VIP" badge.

Exclusive prizes for playing mini-game series

A quick service restaurant (QSR) wants to increase in-app engagement to drive increased total customer spend. A mini-game series is launched for members. They can log in daily to play the game to win exclusive prizes.

1.	Localytics

While Gen Z and Millennials spend more overall time playing mobile games, adoption is growing rapidly across generations. "Gamification is also a key consideration in how Boomers evaluate digital experiences. They expect mobile apps to be fun, intuitive, and personalized."[2]

Engaging with your favorite restaurant directly can feel like a very personal one-to-one experience. Consumers report that a reward won or achieved through their own actions (racking up points or doing well in a game) is more valuable than a mass distributed offer or coupon. [3]

Gamification can be relevant for every brand but needs to be executed in a way that is appealing to customers and drives business value. This is where a flexible, comprehensive, omnichannel loyalty platform comes in. With Oracle CrowdTwist, you can launch activities, bonus point campaigns, and new rewards within minutes through our self-service portal—designed for non-technical users to quickly and easily launch dynamic and fun activities for their loyal customers.
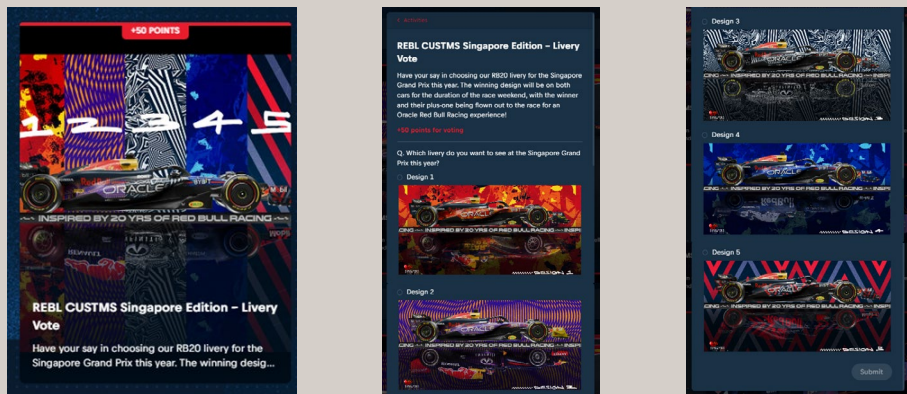
Red Bull Racing gave fans an incredible opportunity to submit designs for the RB20 Livery in three races for the 2024 season. The Paddock members earned points by voting for their favorite. The winning fan designer earned the experience of a lifetime with a trip to the race and the chance to engage with the racing team.

Drive customer loyalty today

Engagement drives increased top-of-mind awareness, overall time spent with a brand, and grows guest lifetime value through increased check size and order frequency. Oracle CrowdTwist Loyalty and Engagement provides customizable loyalty programs, a flexible SaaS platform, and more engagement opportunities than any other solution. Ready to level up your restaurant loyalty with gamification? Click here to learn more.

2.   Razorfish "Digital Boomers" study
3.   YouGov Study for Playable