

CASE STUDY Convenience Store



twicedaily.com

Convenience Store

3 store trial 11/12/2014 - 2/12/2015

31 stores 2/12/2015 - 5/12/2015

the client

Twice Daily is the Mid-South's premier convenience retailer. They have 31 locations located in Middle Tennessee. Their goal is to provide such a good food and fuel experience, their customers will visit twice a day.

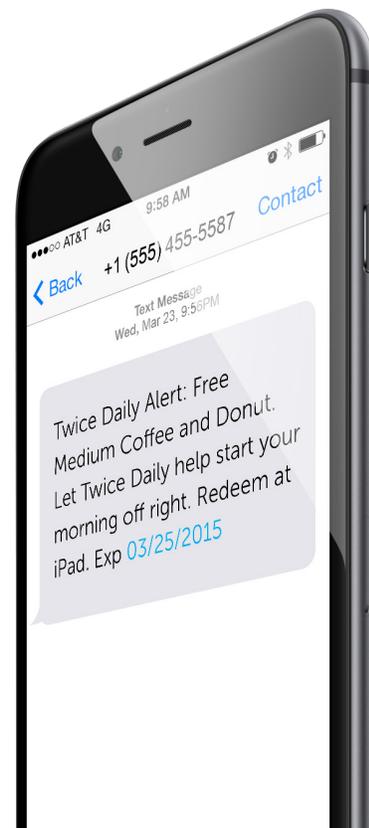
the challenges

- Engagement with customers, keeping them loyal, entering the store & returning more often
- Promotion of specific products to their customers and local consumers, such as their new fresh food
- Extra incentive for customers to visit twice a day

the benefits

TL Connects' Total Engagement Program features all the tools necessary to meet Twice Daily's challenges. To get more people to visit twice a day, a custom feature was built in which after a check-in, a subscriber receives a *BounceBack Offer*, redeemable only on that same day, a minimum of one hour later. *textALERTS* were used to promote their deli products to all subscribers. Local Alerts were also sent to consumers within a certain radius of each store to increase brand awareness and bring new customers into the store. *Digital Loyalty Kiosks* were placed in each store in creating loyal subscribers who earn rewards both on sign-up and once reaching a certain amount of check-ins.

the results...



Continue >

Total Customer Engagement

Convenience Stores (31) • 11/12/2014 - 6/18/2015



Twice Daily wanted a loyalty program to provide incentive for customers to enter their stores instead of paying at the pumps & leaving. They also wanted a way to automatically engage with the customers that have not returned to the store for a certain period of time, (15 days to be exact).

TL's *Digital Loyalty Program*, with *iPad Kiosk* in a tamperproof case, provided Twice Daily with fast and simple loyalty platform. It makes sign-up very fast and easy for the customer, (under 20 seconds). A sign-up offer of a *Free Medium Coffee or Fountain Drink* is awarded and also earned every *5 check-ins*.

To engage the customers who have not returned within 15 days, our *retention program* automatically sends a text message to them with another offer of a *FREE Coffee or Fountain Drink* if they return to the store within 7 days of getting the text.

These figures show how well this has worked for Twice Daily as the Retention Program has only sent out 186 messages so far.

Loyalty Stats

22,527
Subscribers

220,096
Total Check-Ins

37,106
Loyalty
Completions

Sign-Up Offer:

FREE Coffee or Fountain Drink

Loyalty Offer:

FREE Coffee or Fountain Drink
Every 5 Check-Ins

Retention Stats

Retention Offer:

FREE Coffee or Fountain Drink
when absent 15 days

22,980
Messages
Sent

3,072
Redemptions

11.8%
Redemption
Rate

\$24,576
*Proj. Revenue
produced



* based on an \$8 ticket average

textALERT Offers



Twice Daily Alert: FREE Medium Coffee and Donut.

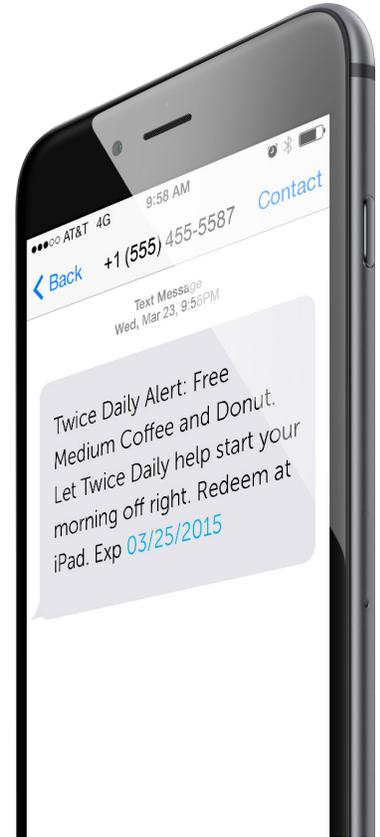
Let Twice Daily help start your morning off right.
Redeem at iPad

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

In one case, Twice Daily chose to send the alert to 6,305 subscribers to boost traffic for one day. They offered a *Free Medium Coffee and a Donut* to all who redeem the offer.

They successfully had **808 people** to redeem the offer for a redemption rate of **12.8%**.

Also, with such a high open rate that text messages have, (98%), **6,200 people** at least read the message, furthering their brand awareness in the community.



6,305
Messages
Sent

808
Redemptions

12.8%
Redemption
Rate

\$6,464
*Proj. Revenue
produced

previous offers

FREE Donut for
any mother on Mother's Day

1 Day Special - May 10, 2015

11,135
Messages
Sent

486
Redemptions

4.36%
Redemption
Rate

\$3,888
*Proj. Revenue
produced

FREE Sandwich with Fountain Drink
Purchase

1 Day Special - February 2, 2015
2 Stores

2,161
Messages
Sent

147
Redemptions

6.80%
Redemption
Rate

\$1,176
*Proj. Revenue
produced

* based on an \$8 ticket average

BounceBack Offer

Daily offer, ongoing.



\$1 OFF any Sandwich or Pizza

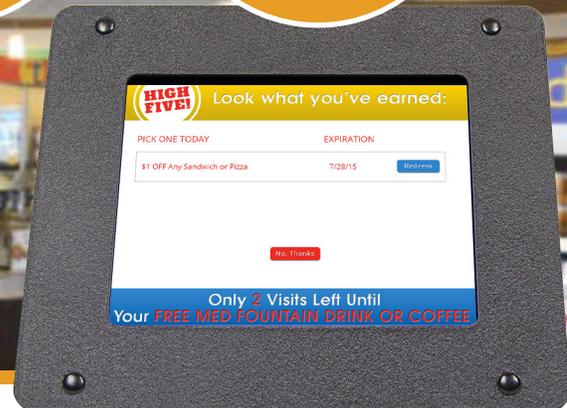
Valid from 1:30pm - 9pm
redeem at iPad

After checking in, a subscriber sees a time-stamped offer on the iPad Kiosk, encouraging them to return later the same day to redeem the offer and claim the reward by checking in on the iPad kiosk.

157,575
Impressions

3,495
Redemptions

2.2%
Redemption
Rate



BounceBack Stats

30 Days - Convenience Stores (31) • 4/19/2015 - 5/19/2015

14.3% (7,551)

Customers checked in Twice a Day!

13.4% (1,014)

Redeemed the offer