

ORACLE
Restaurants



Ultimate Guide to Engagement- Based Loyalty

with
Oracle CrowdTwist



Welcome

The restaurant industry continues to evolve rapidly along with the increase in customer expectations. However, restaurant loyalty programs haven't kept up.

In the past decade, brand loyalty has transformed. While great deals and discounts still matter, today's consumers demand highly personalized and relevant experiences. With so many choices for dining and entertainment, the challenge is clear: how can your business stand out?

Restaurant loyalty programs have become table stakes with nearly 60% industry adoption. Winners are moving beyond a transactional program to deliver great member satisfaction and foster long-lasting emotional loyalty across a connected, omnichannel customer journey.

82% of consumers would share some type of personal data for a better customer experience.¹

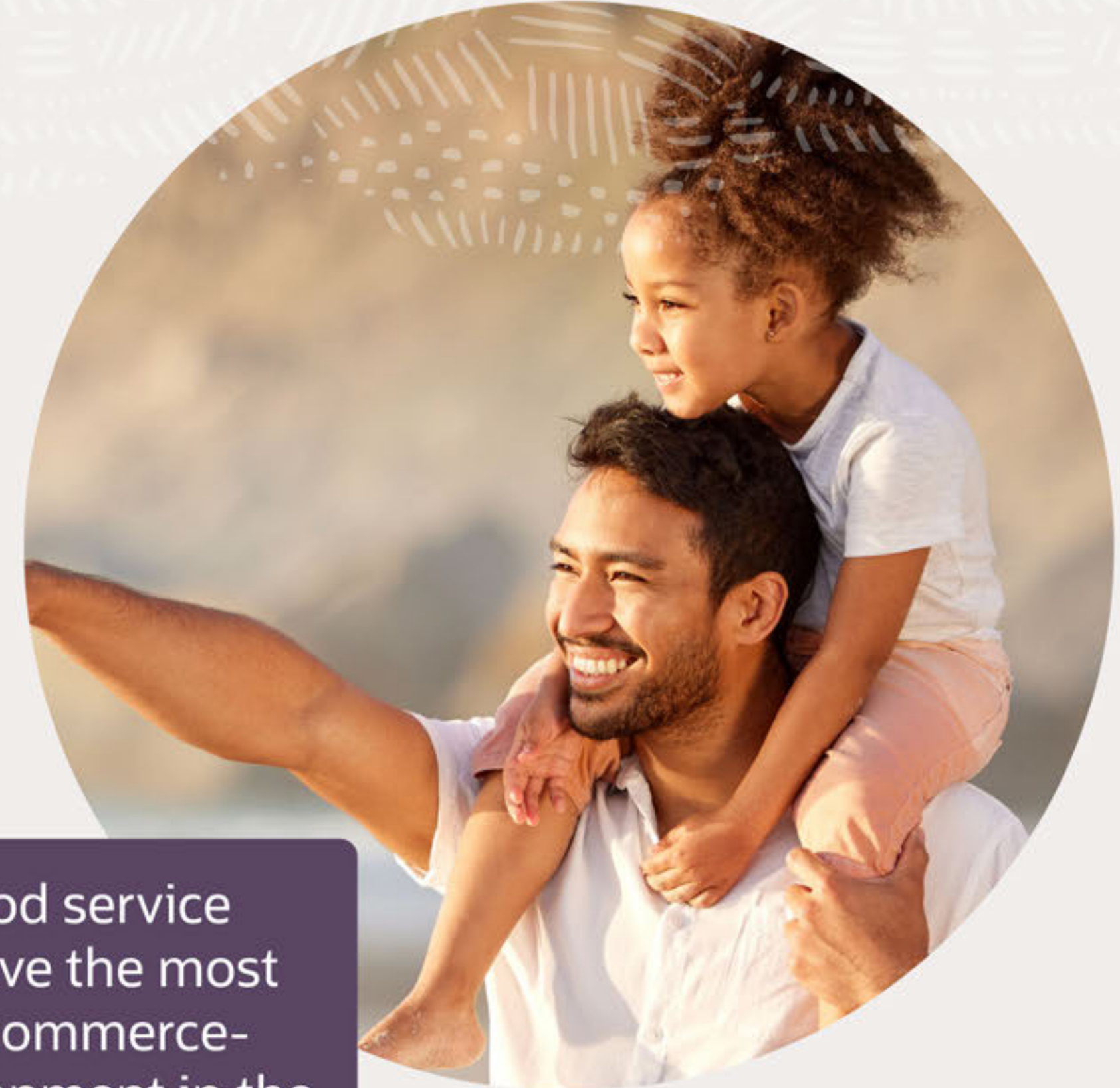
1. PwC, PwC Customer Loyalty Survey 2022

To personalize guest experiences and anticipate their needs, the restaurant industry needs the right technology and capabilities; a means to collect, own, and activate valuable and transactional zero- and first-party data. Through a loyalty program, customers willingly opt in and share their data in exchange for rewards, incentives, and personalized experiences.

This ebook will demonstrate how omnichannel engagement and loyalty programs capture valuable data, generate strong insights, and drive relevant experiences. Discover how these strategies help restaurant businesses grow revenue and deliver a seamless, delightful, and profitable guest experience.

Sincerely,

ORACLE
CrowdTwist



“39% of food service experts believe the most important commerce-specific development in the next 12 months is deepening customer loyalty programs.”

- Euromonitor, Voice of the Industry Survey 2024

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The loyalty landscape

Restaurants face challenges in meeting evolving needs. **63% of marketers struggle to achieve personalization², though most recognize real-time, tailored experiences are crucial.**

Here are some of the specific challenges marketers and operators have identified in their efforts:

Data management

On average, brands report collecting at least eight different types of data from transactional details to behavioral insights and trends. Yet, four out of five top challenges for marketers are related to data.³

Legacy technologies

Companies recognize the importance of bridging the gap between current capabilities and growing personalization demands. However, only 48% believe their platforms are well equipped to effectively execute these initiatives.⁴

Internal resources

Over one-third of the top brands say they have limited access to data insights and data science talent to support personalization efforts.⁵

Execution

There is a disconnect. 61% of brands claim to personalize customer experiences, yet only 43% of consumers recognize these efforts as personalized.⁶



2. Gartner, *Digital Marketing Insights for CMOs in 2021*

3. Forrester, *2024 B2C Marketing Priorities and Challenges*

4. Bain & Company, *The Art and (Data) Science behind Effective Customer Personalization*

5, 6. Deloitte Digital, *Personalization: It's a value exchange between brands and customers*



Where do top-performing loyalty programs excel?

Three out of four participants of top-performing loyalty programs changed their behavior and generated more value for their business by moving from the discount-centric rewards programs of the past to personalized, surprise-and-delight reward models.

This ebook will cover the following topics — in depth — to give insight into effective strategies implemented by industry leading programs:

01

Creating personalized and relevant experiences

02

Building emotional loyalty through gamification and fandom

03

Delivering on simplicity

Loyalty is the future driver of revenue growth

Consumers are no longer making decisions based solely on product selection or price: they're assessing what a brand says, what it does, and what it stands for.

Emotionally loyal relationships must be grown from values aligned to brand experience.

This evolving landscape means future loyalty-focused goals must include engagement-based rewards beyond discount with a focus on expanded benefits and member recognition. There must be a significant effort to build emotionally loyal relationships with consumers through unique and differentiated guest experiences powered by data collection opportunities. Today's consumer must have a connected experience across all touchpoints in the customer journey.



Personalization and relevance

An effective loyalty program not only collects robust zero- and first-party data but uses it effectively to deliver highly personalized brand interactions across all customer touchpoints.

Capturing and owning first-party data is a key differentiator. It starts with understanding consumers via a data-driven foundation. Data helps enable restaurants to tailor experiences, optimize interactions, foster deeper connections, and enhance customer satisfaction to ultimately drive growth and loyalty.

The right technology unlocks personalization and segmentation at scale to deliver those experiences.

But how can this data be collected? Engagement activities are key. For example use surveys, polls, reviews, digital games, sweepstakes, or code redemptions to capture data directly from loyalty program members. These insights combined with detailed transactional data build a robust 360-degree view of each individual customer.

Personalization should be on a deeper level. Differentiate customer segments. Know and understand them. Ask how they should be spoken to. Personalizing interactions while maintaining opt-in and permission-based schemes to comply with privacy regulations is critical.



Fire & Vine levels up fine dining loyalty with Oracle CrowdTwist and Symphony integration

Data and personalization

The program enables valuable data collection opportunities that inform guest segmentation and help create a highly personalized loyalty experience, uniquely rewarding for distinct behaviors and by tier status.

Innovation

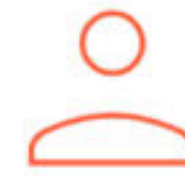
Native integration of Oracle CrowdTwist and Oracle Symphony point of sale (POS) unlocks more capabilities to deliver on the brand promise of “reveling in celebrating life.” It empowers program innovations that drive deeper emotional connections and cultivate memorable guest experiences.

Business impact

Guest data can be accessed at POS to remind existing members of available rewards or sign-up new members. Improved member recognition creates a smoother redemption process and aids servers with simplified rewards application. The program drives increase in dining frequency and visits to other formats and locations.



FIRE & VINE
HOSPITALITY



Create an Account for Free



Earn points for dining and completing activities.



Receive Birthday and Anniversary gift, discounted lodging and more



Revel and Celebrate

Tier Benefits

Level Up To Enjoy Even Greater Rewards.



REVELERS CLUB
FREE TO JOIN



REVELERS PRIME
\$1,500 YTD SPEND



GRIDIRON SOCIETY
\$6,000 YTD SPEND





Emotional loyalty: gamification and fandom

“Emotionally loyal customers visit their favorite brands 32% more often than regular ones and spend 46% more money than those who don’t have an emotionally based relationship.” - GALLUP

Today’s customers have an abundance of choice on how, when, and where they go for their next sit-down meal, quick afternoon treat, family dinner takeout, or morning coffee.

Customers with stronger brand affinity not only spend 2X more but have a more than 3X higher customer lifetime value and stay with a brand 50% longer.

Beyond share of wallet, emotionally connected brands are winning share of heart by offering members more than just a discount.

They may infuse fun through gamification and show loyalty back to their best customers through exclusive experiences like secret menu items or priority pickup lanes.

By offering the choice to redeem for charitable donations or even local sports tickets, businesses can be a part of their best guests’ lives in a whole new way.

The most successful programs engage across the spectrum of rational and emotional needs. Restaurants are experimenting with micro games (think Wordle or Candy Crush) native to their apps.

Not only does gamification drive higher monthly active users, opening an app to play can become a part of a fan’s daily routine. This builds top-of-mind awareness and customers who engage more with an app have a higher customer lifetime value (CLTV).

2X
spend

3X
CLTV

50%
longer



“Once considered an innovative differentiator for QSRs, personalized offers are now a prerequisite to play. With so many choices, brands can no longer rely on old models for engagement. The brands thriving today—and setting the pace for tomorrow—are those thinking outside the box, leveraging technology to truly understand consumer behavior and evolve alongside consumer needs and expectations. **Consumers crave customization and are willing to share their data with brands that provide a timely, relevant, and frictionless experience.** QSRs that crack the personalization code will optimize their operations while delivering seamless, omnichannel experiences that meet modern-day consumers where they are and keep them coming back for more.”

- Sparkfly,
Oracle | Partner



SPARKFLY

Red Bull Racing drives record fan engagement

High-value audience

This program more than doubled membership in its third season with fans representing 189 countries nearly half under age 25. Engagement activities captured critical data to help refine customer segments and personalize fan communications.

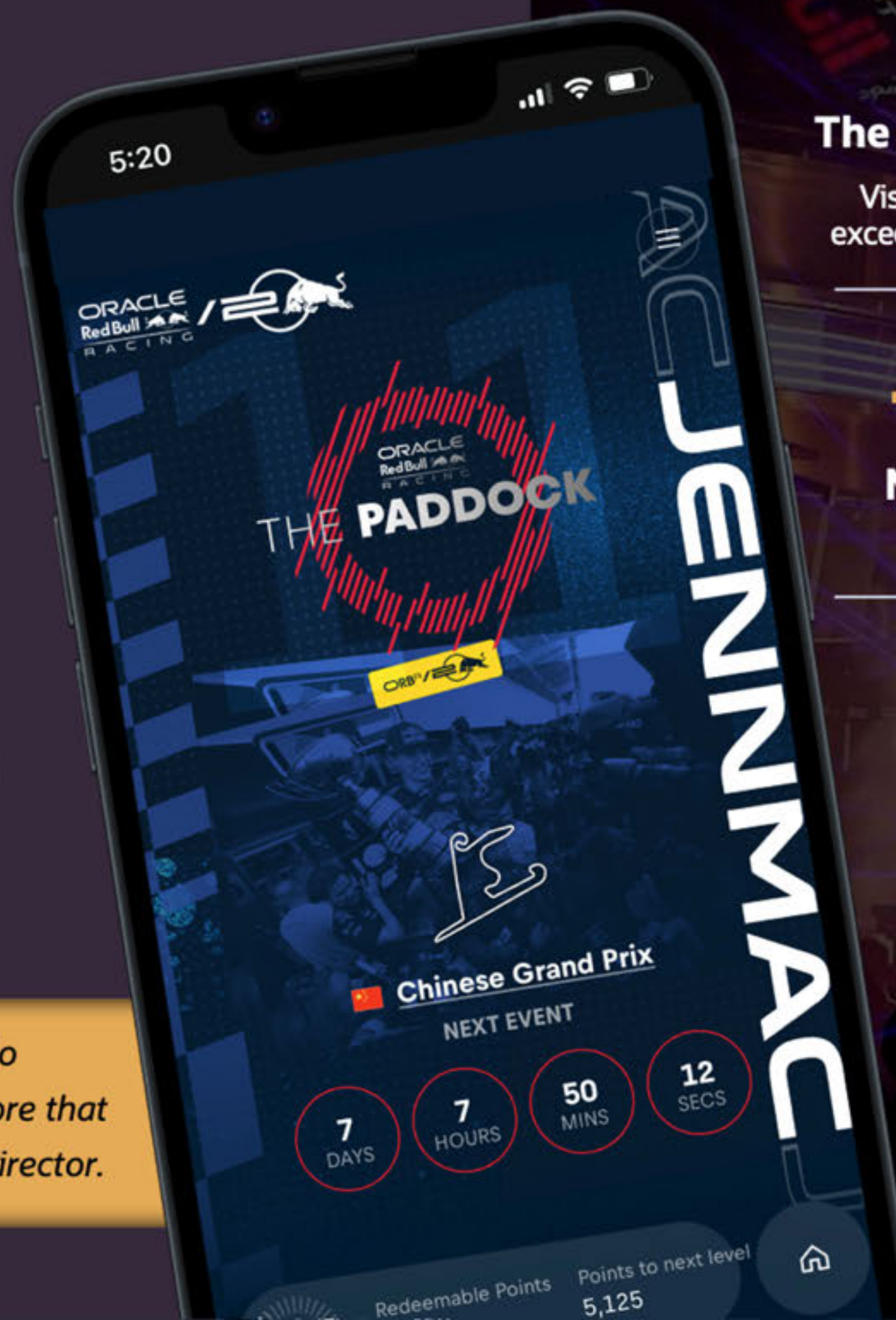
Gamification

It's designed to draw fans closer to the team and drive consistent interactions with unique elements like "The Paddock Predictor" game with 10K average weekly players.

Extraordinary experiences

Experiences ignite fan passion with once-in-a-lifetime opportunities like a chance to design the livery for special races. The "Make Your Mark" campaign earned tens of thousands of entries. Winners received a trip to the race and dedicated time with the RBR team.

"It is the Oracle platforms that have enabled us to get closer to fans, to understand more about what they want, and to provide them with more that they want" — Kelly Brittain, the team's Brand and Communications Director.



PROGRAM IMPACT

1.3X

The Paddock page views

Visits to the loyalty program exceeded traffic to main website

30+

Activity completions

Average engagements per member since program launch

+125%

Member Increase

Growth in enrollment

\$Millions

in new Direct-to-Fan revenue channels

AWARD-WINNING

The Paddock has earned strong recognition since launch, including awards for Best Loyalty Program of the Year and "Loyalty Redefined" at the International Loyalty Awards.



Simplicity and the power of decluttering CX

“A somewhat surprising finding is that people are willing to pay more for simpler brand experiences—a 10% premium specifically in restaurants.”
– Siegel + Gale

“83% of restaurant loyalty members rank loyalty program simplicity as important.” – Deloitte

Creating a customer experience that is simple to understand and flows seamlessly across all customer touchpoints is a strategic investment. Experiences that reduce friction create value.

Simplicity may come to life in the form of a clear value proposition or consistency in the form of data integration across server and customer interfaces. At the end of the day, the target for our customers is ease, in not only understanding a loyalty program but readily recognizing its value through timely redemption or tangible exclusive benefits.

Personalization and relevancy play a role here as well. Uncluttering the customer experience and presenting personalized offers and menu promotions provide utility and a more delightful interactions with brand communications, in-restaurant ordering and app engagement to name a few. This is referred to as **delivering the right experience in the moments that matter**. Brand interactions across the customer journey such as transactional and non-transactional, positive and negative, in person and digital all matter.

A successful loyalty program balances customer value and business viability. It also offers simplicity, personalization, connection, and ease while staying economically sustainable and dynamically relevant.

Mobile app engagement

It is increasingly challenging to gain valuable real estate on a consumer's personal device.

According to Business of Apps, the average app loses ~77% of daily active users in first three days, loses 90% within 30 days, and 95% within three months. A Statista report on app retention rates by industry for Q3 2023 showed the food and drink industry at 3.22%, performing below the shopping, business, and transportation industries.

After getting past the initial hurdle of a download, oftentimes through a generous offer, **it is paramount to drive ongoing app engagement.** Loyalty activities and gamification are absolutely critical here, creating an authentic and fun way to drive app engagement at a regular cadence.

Creativity in encouraging meaningful app interaction at a regular cadence can lead to lasting adoption and behavior change, increasing year-over-year growth, and long-term positive brand impact and digital consumption.

Retention rates on day 30 of mobile app installs worldwide in Q3 2023 by category



Source and survey: AppsFlyer

Evaluating the big picture

Diving into the main takeaways for today's businesses.

Introducing an engagement-based loyalty program typically results in a

40% increase in CLTV over the life of the program.

Members leave **15% more positive ratings and reviews** and are **10X more likely to advocate for your brand** through friend referrals and testimonials.

As the hospitality industry has shifted at a rapid pace towards digital experiences, loyalty has become a front-runner to add to the technology stack. Digital menus, online ordering, and contactless delivery have all created even more reason for those in the restaurant business to get to know their customers and deliver a connected journey.

Loyalty technology needs to be connected throughout all customer touchpoints and Oracle CrowdTwist is the most integrated solution not only within the Oracle ecosystem, but far beyond. Oracle CrowdTwist offers unparalleled, secure flexibility to integrate across the tech stack to deliver on the promise of a seamless customer experience, whether a customer is interacting with a host, ordering through a mobile app, or subscribing to marketing emails.





High functionality dashboard out-of-the-box



Flexible support



Capture, own, and use 0/1st-party guest data



User-friendly technology



Real-time rewards



Unified experience



Native personalization capabilities



Seamless integration

Global loyalty and engagement powered by SaaS technology

Emotionally loyal relationships grown from values aligned to brand experience are paramount, driving forces of wallet share.

In today's landscape, customers are no longer making decisions based solely on product selection or price: they're assessing what a brand says, what it does and what it stands for.

So, what is the customer looking for? A simple and easy to use out-of-the-box member dashboard for visual loyalty interaction and communication. Businesses are looking to attract new and retain existing customers to grow active marketable databases. They are also looking to use benefits and rewards to increase engagement frequency and to drive a deeper connection with their consumers.

Brands are using loyalty programs to offer more value promotions without resorting to widespread, deep discounts.

These programs also boost check sizes and visit frequency, while providing valuable consumer data for personalized messaging and deals.

A successful loyalty program balances delivering customer value and ensuring business viability—offering simplicity, personalization, and an effortless customer experience. It is **dynamic and responds to evolving customer and business needs.**

Oracle CrowdTwist helps restaurant businesses set up the infrastructure that supports current customer experience goals and provides an agile foundation to power next-gen loyalty. This can help businesses evolve dynamically alongside their brand many years into the future.

ORACLE CrowdTwist

Oracle CrowdTwist Loyalty and Engagement is an omnichannel platform that empowers brands to create meaningful connections with their most valuable customers. It delivers tailored rewards and experiences that deepen relationships, boost profitability, and increase retention.

With its robust data-capturing capabilities, brands can build a complete 360-degree view of their members. This helps ensure every interaction feels personal and relevant, turning customers into lifelong fans.

Schedule an
Oracle CrowdTwist
demo today

