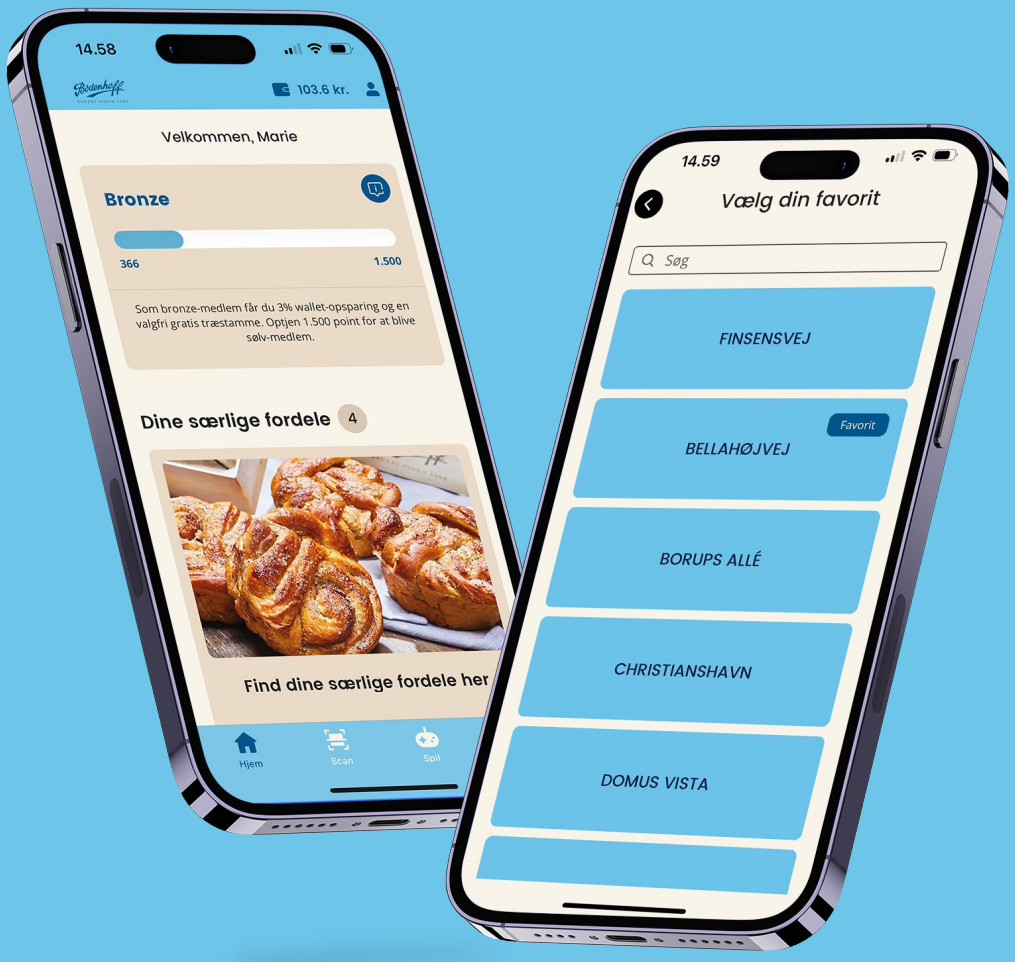
MyLoyal

Bodenhoff Bakery

How loyalty program helped to increase users visit frequency by 66%



2024

Confidential. This document holds case sensitive information.

Solution provider

About MyLoyal

Established in 2016, MyLoyal has guided their clients through loyalty management, expanding their base of loyal customers with their loyalty solution and rewards program. MyLoyal's clients use the solution across 8 countries, branching across a retail and hospitality industries. By offering a loyalty app, MyLoyal helps these organizations effectively engage customers and drive sales at every touch point.

MyLoyal view loyalty as an ecosystem where built-in loyalty, marketing communication and advanced customer analytics come together to create value-driven results that benefit the end-user.

Fully integrated solution

Fully customer branded app

Experience in retail and restaurant industries

Featured current clients

OLE LYNGGAARD

SKAGEN FISKERESTAURANT

K S O 99

MASH

GRILLEN

MAD & KAFFE

Bodenhoff BAGERI SIDEN 1963

MAURITZ

CARL'S

KAMMERATERIET

korn

CYKOM

HAMLETSCENEN DANMARKS SHAKESPEARE TEATER

Bonnie DYRECENTER

NORLYS

About Bodenhoff Bakery

For seven generations, the Bodenhoff family have poured their heart and soul into baking quality bread, cakes, and pastries. What sets them apart is their unwavering commitment to quality.

They always bake with the best ingredients and strive to use as many local products as possible. And many of the recipes have remained untouched since 1963, evoking nostalgia with every bite. Their passion and dedication have led to the establishment of 10 thriving stores throughout Greater Copenhagen.

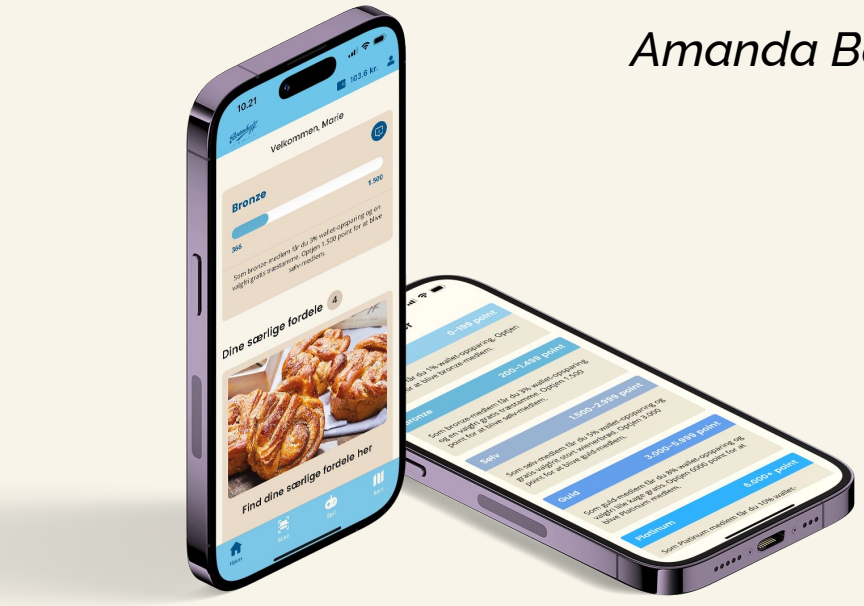
https://www.bodenhoffs.dk/

Download on the App Store

GET IT ON Google Play

Bodenhoff's voice

"At Bodenhoff, we had for a long time been searching for an app solution that would bring the Bodenhoff universe into the comfort of your living room, allowing you and your family to order breakfast bread and 'kagemænd' for delivery or pickup while seated on your sofa. We also wanted a universe where we could get to know our customers better through valuable data and offer them a strong loyalty program. We had for long time considered developing our own app, but MyLoyal's solution certainly fulfilled all our wishes, enabling us to get started in record time, and we are incredibly pleased with the partnership."



Amanda Bodenhoff, CMO

Bodenhoff
BAGERI SIDEN 1963

Solution Description

Bodenhoff Bakery chose the MyLoyal white-labeled loyalty solution to increase customer retention, enhance the overall customer experience, and gain deeper insights into customer preferences using first-party data - all designed to reward their most loyal customers.

MyLoyal team was responsible for a full cycle roll-out that included API technical integration, UI/UX design, branding, and a loyalty program design. MyLoyal implemented the loyalty solution app for Bodenhoff with a wide range of features.

MyLoyal aims to collaborate with the top IT providers, which is why our MyLoyal solution can be fully integrated with Point Of Sale (POS) system, Bakerpos, used by Bodenhoff, as well as the take-away system (Crunchorder), to ensure a seamless customer experience. All content within the app can be managed using a self-service administrative panel.

MyLoyal also integrated gamification with different tier levels, activity-based tags, dynamic status bars, special rewards discounts, targeted marketing and even games such as scratch cards and quizzes.

The app also allows customers to find the nearest restaurant location in no time by using their location and check the working hours, club opportunities for companies, contact information or order take-away directly from the app much faster. The white-labeled app allows Bodenhoff Bakery to communicate with its customers directly by sending push notification messages and personalizing communication based on customer profiles.

Additionally, MyLoyal provides a comprehensive customer analytics hub where Bodenhoff's marketing team can segment their customers, analyze their behaviors, or view customer engagement indexes in order to increase their sales and efficiency of marketing campaigns.

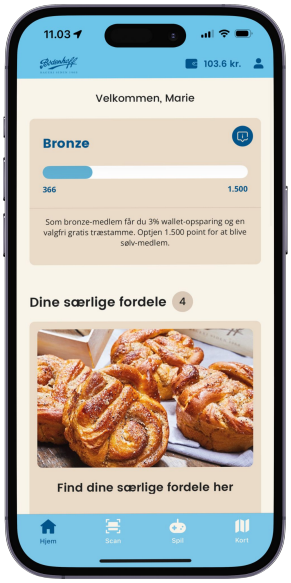
Key Features

Take-away - full omnichannel experience

Bodenhoff's loyalty app offers full seamless take-away integration, providing a comprehensive omnichannel experience. Customers can effortlessly order their favorite pastries and earn loyalty points directly through the app. It's a hassle-free process that allows customers to order, redeem, and earn rewards with just a few clicks, eliminating the need to repeatedly enter personal information.

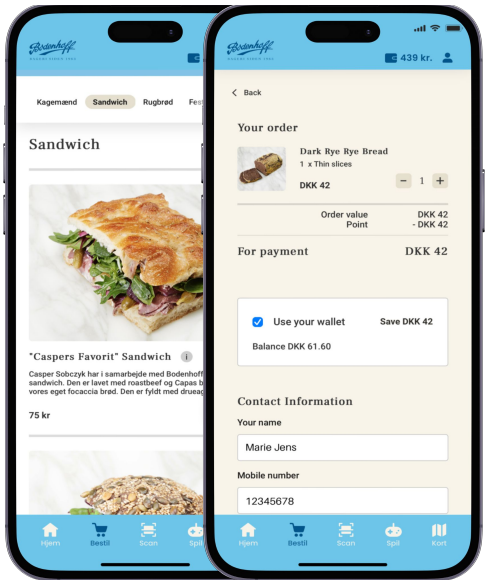
Moreover, the rewards earned offer a complete omnichannel experience, as they can be redeemed across any channel – whether it's in-store, through the app, or for takeaways outside the app. This ensures that customers can easily remain loyal and enjoy great rewards, regardless of their location.

In store



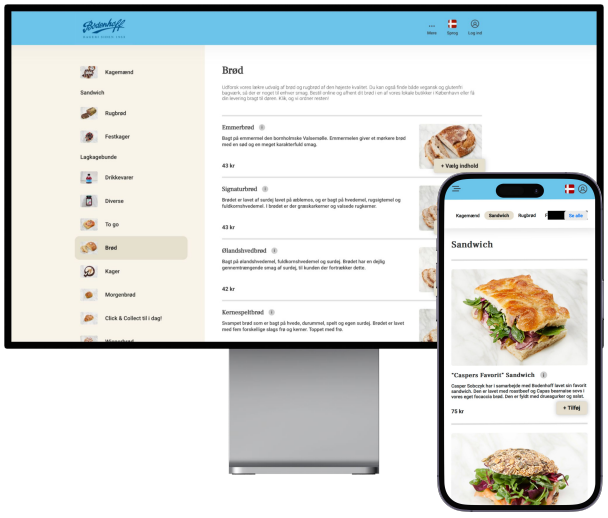
Customer scans the app to receive rewards and points when paying in-store.

Directly from the app



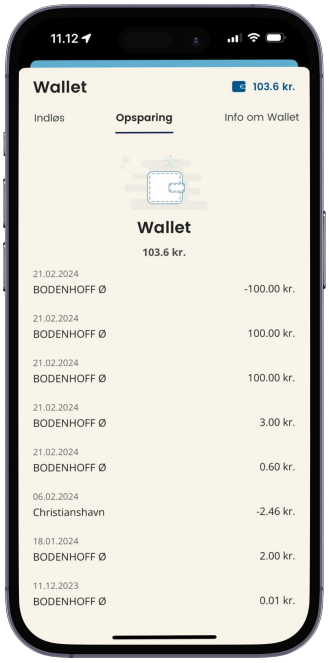
Order take-away directly from the app. Use offers and receive points automatically.

Shop take-away from web



Order take-away in the web browser outside the app and receive points and benefits.

Key Features



Cash-Back

Bodenhoff's app features a cash-back reward program, a type of loyalty program where customers get a percentage of their purchases back as cash rewards (spending = savings).

The brilliance of this program is its simplicity – for every 1 DKK spent, a clear percentage is given back as cash-back rewards. Additionally, bodenhoff's customers receive complimentary items like different cakes and earn extra discounts as they reach higher loyalty levels (more spending = higher level = better discounts).

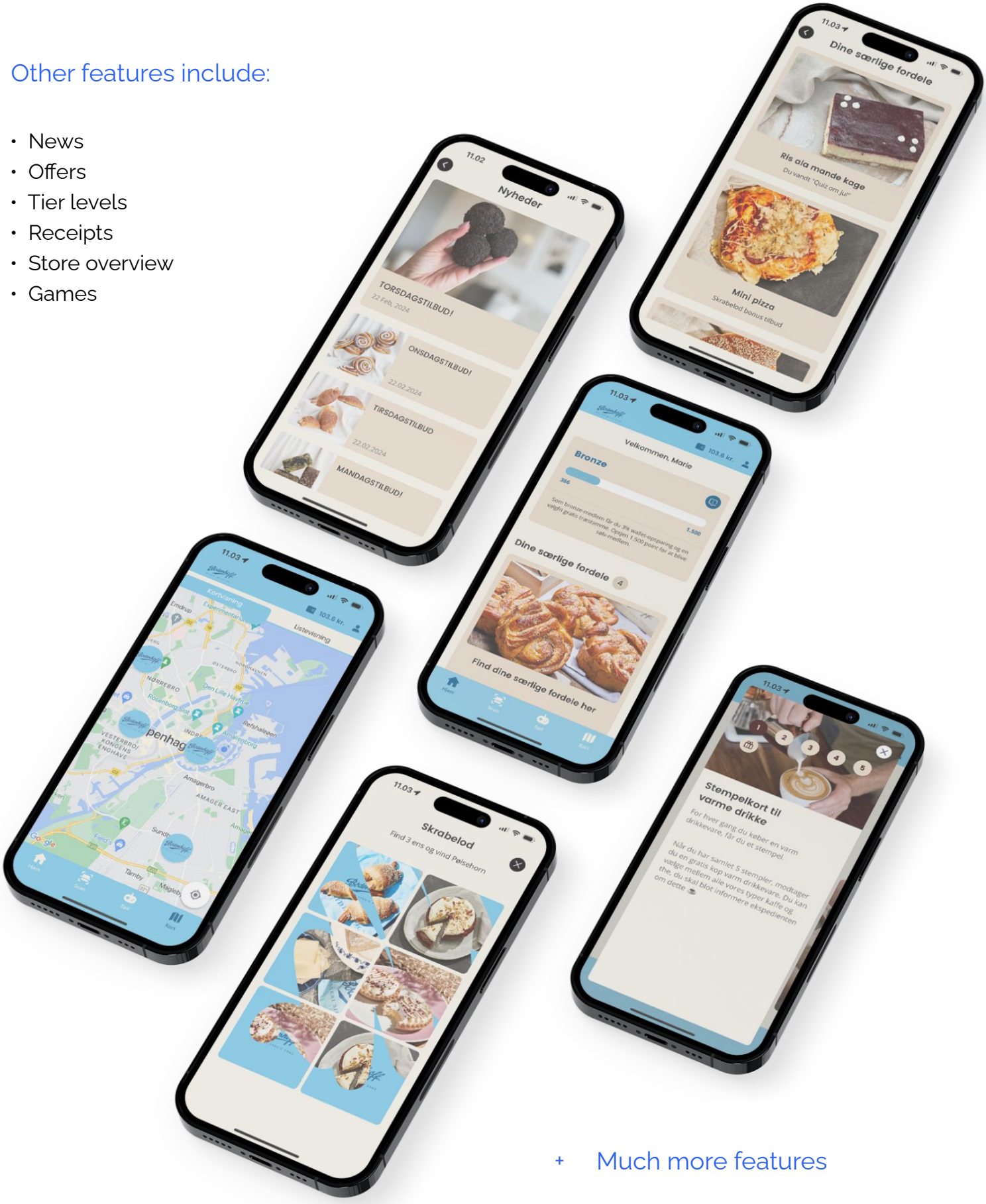
Digital stamp cards

Bodenhoff invites you to enjoy the special offer: Buy 5 coffees, collect 5 stamps, and get a coffee for free!

Their app is integrated with different stamp cards to give their customers the excitement of earning free products. Whether customers are earning rewards on their favorite items or collecting stamps with each visit, the control is in Bodenhoff's hands. Say goodbye to the hassle of physical stamp cards and welcome the simplicity of our digital solution.

Other features include:

- News
- Offers
- Tier levels
- Receipts
- Store overview
- Games



+ Much more features

#1 Result

+15.000 users

MyLoyal

Onboarding

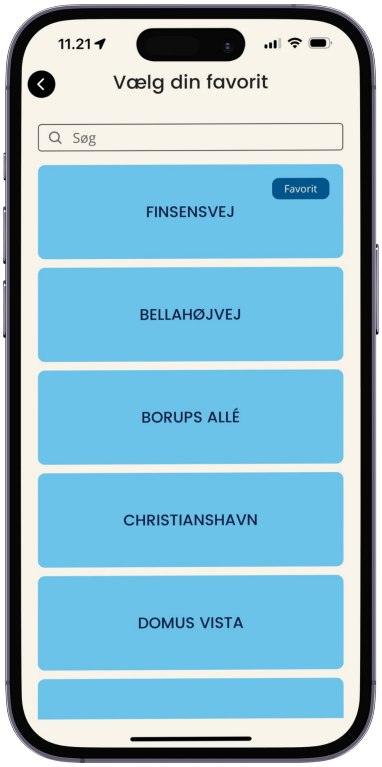
Fast Customer Onboarding For Automated Rewards

01

Register with email

02

Select favourite place



03

Verify phone number to redeem your rewards

#2 Result

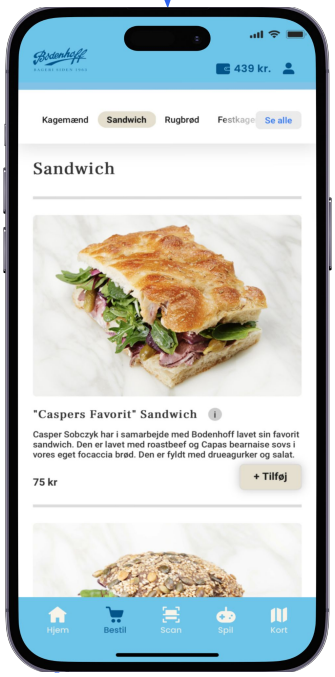
53% of monthly active users are using the app every week and **14%** are using the app every day.

MyLoyal

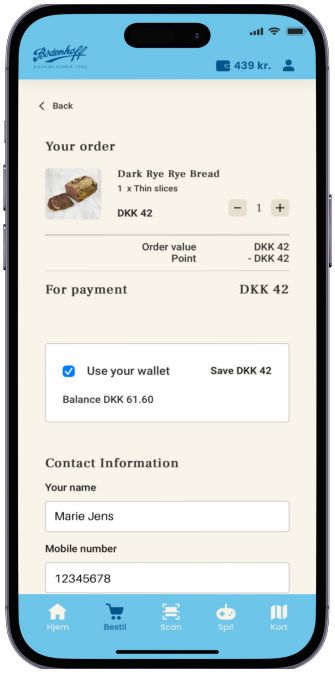
Buying journey

Seamless And Fast Takeaway Ordering

01 Log-in to the app



Order take-away (SSO) **02**



03 Use campaigns & points automatically during check-out

MyLoyal

#3 Result

36% of active users played minimum one game every week

MyLoyal

Customer engagement

High App Engagement Due To Gamification And Games

Gamification elements + design

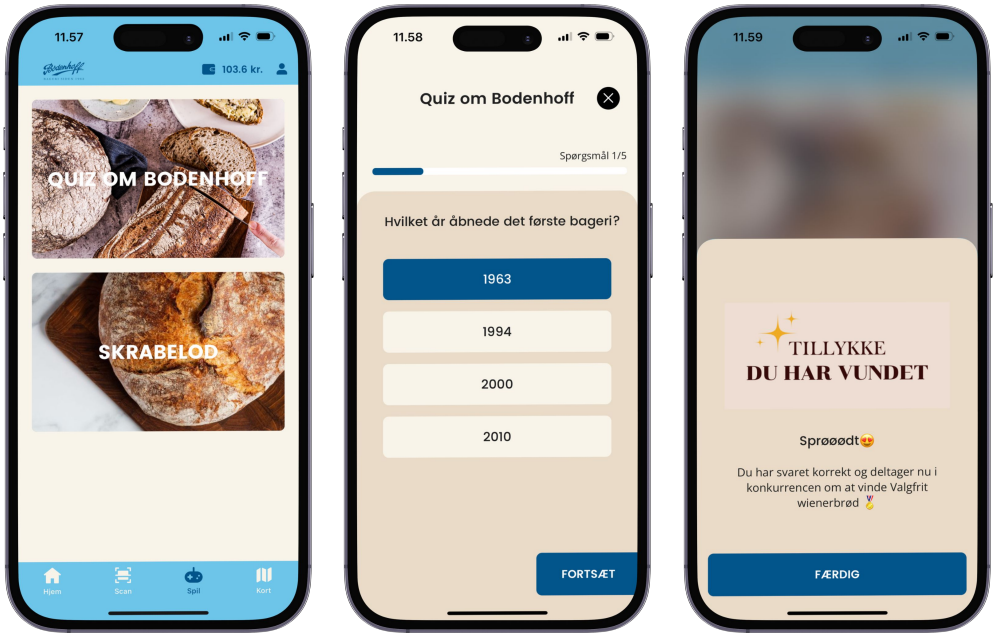
3699 Medlem members (tier level 1) of the total active users

3384 Bronze members (tier level 2) of the total active users

- Rewards Progress Bar
- 0 taps to see the account status

Games

36% of active users played a game every week.



#4 Result

The most popular offer is the welcome deal, viewed +**21,000** times, with 6,500 people redeeming it afterward.

MyLoyal

Integration & Customer Insights

Full POS integration for auto-points

MyLoyal solution integrated seamlessly into the Bodenhoff's POS System (Baker POS).
This allows to capture customer purchase information as well as combine with app usage to predict customer behavior.

360° Customer insights

Bodenhoff's marketing team is able to track user behavior, enabling them to make better decisions tailored to their business needs. The ability to segment customers and personalise communication to the target audience allows for greater accuracy in marketing spending and facilitates faster revenue-driving decisions.

Direct and personalized communication

With easy-to-use cloud-based loyalty management software, Bodenhoff can personalise communication, schedule campaigns and announce special events in the app. This allows them to manage marketing communications across all stores or for individual businesses with the help of the digital loyalty solution.

#5 Result

22% of all active users have made more than 4 purchases, and **49%** of active users have made at least 1 purchase through the app.

MyLoyal

Summary

Outcome

In just three months, Bodenhoff's loyalty program has achieved outstanding success.
With +15,000 users engaging with our app, we have seen a remarkable 53% of monthly users returning weekly, and an impressive 14% using the app daily. The welcome deal has been a standout, capturing the attention of 21,000 viewers and enticing 6,500 individuals to redeem it. Furthermore, 22% of all active users have made more than four purchases and 49% have made at least 1 purchase. Besides this 36% of Bodenhoff's active users are actively engaging with our games on a weekly basis.

Bodenhoff's results underscore the effectiveness of our loyalty solution and highlight the benefits of implementing such programs for businesses. Our loyalty solution enhances customer retention, driving revenue growth, and fostering engagement within our community.

Bodenhoff's loyalty program has been successful, and we are looking forward to even greater results in the future. Thank you to MyLoyal's white-labeled loyalty solution.

Success Criteria

01 Close collaboration

- Clear set expectations
- Industry Expertise

02 Integration & Development

- Full POS & Take-away integration
- Customer Analytics

03 Launch & Improve

- Clear value proposition communication for the launch in each country
- New features developed continuously

MyLoyal

Get in touch

Loyalty Matters

Email: contact@myloyal.dk

Tel. +45 60483972

Address: Pilestræde 60, 1112 Copenhagen

https://www.myloyal.com

K S
O 99
MAURITZ
SKAGEN
FISKERESTAURANT
Bodenhoff
MASH
MAD & KAFFE