MyLoyal

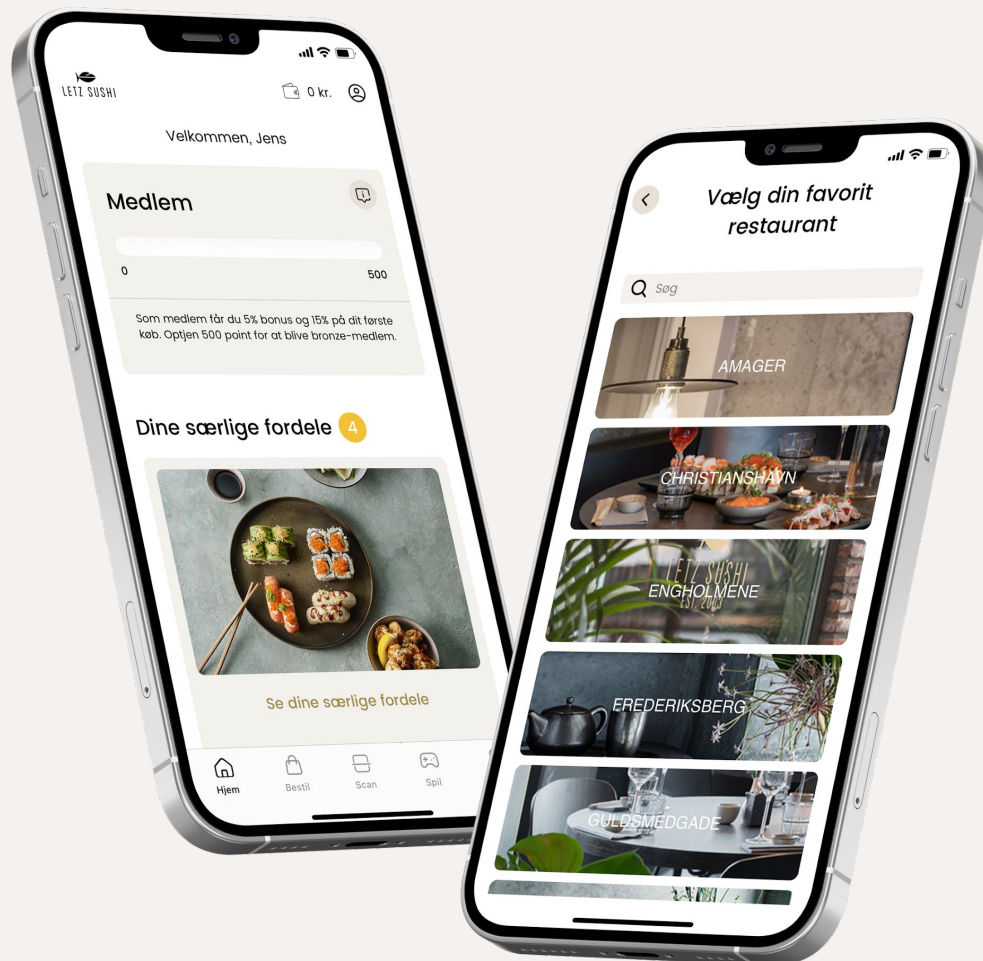# LETZ SUSHI

High loyalty engagement with 40%
reward redemption rate.
A big thank you to our former loyal customer!

2024

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.
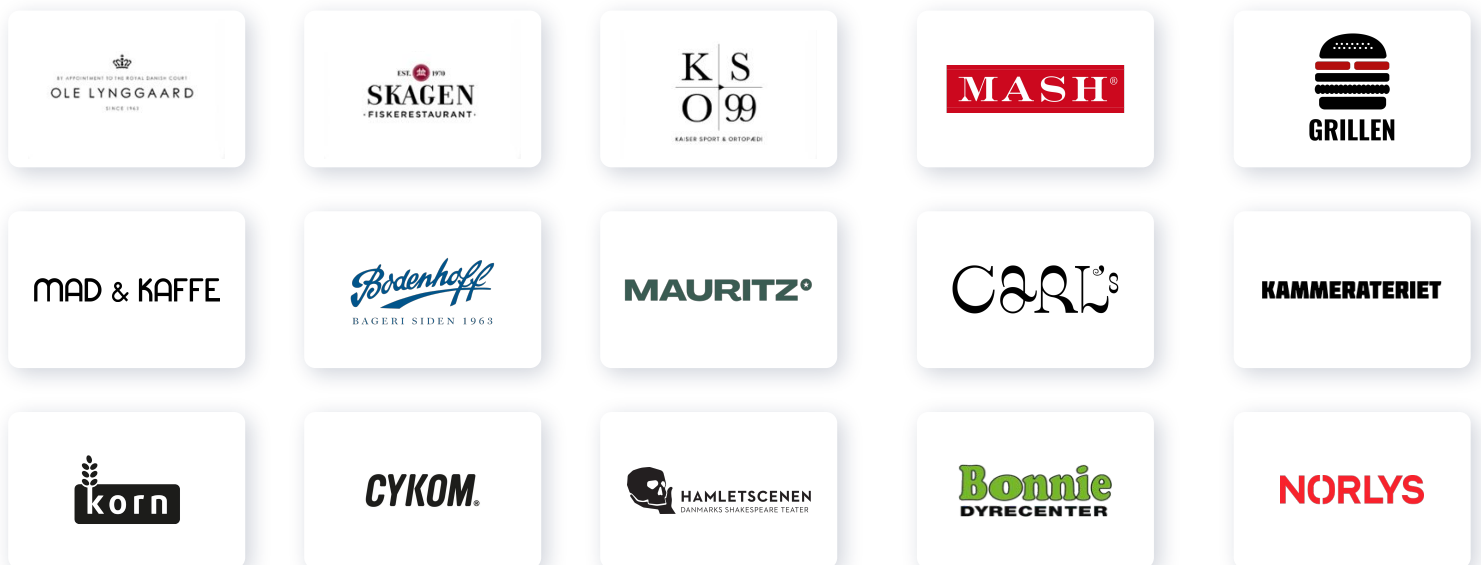
Fully integrated solution	Fully customer branded app	Experience in retail and restaurant industries

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	Bonnie DYRECENTER	NORLYS

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About Letz Sushi

LETZ SUSHI was the largest sushi chain in Denmark, with 21 restaurants across the Copenhagen Metropolitan Area and Aarhus. Unfortunately, after over 20 years of providing sustainable sushi, Letz Sushi made the decision to close their restaurants.
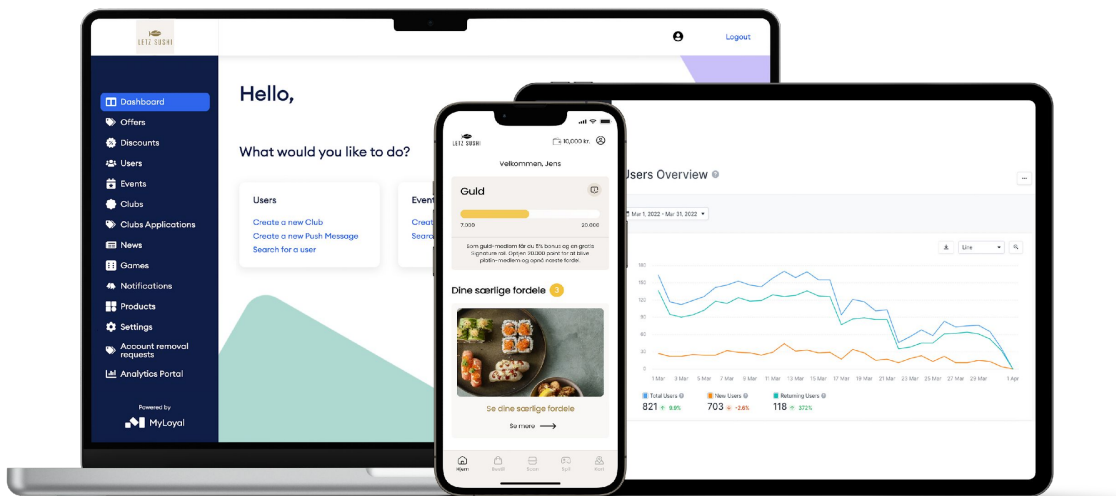
Despite their closure, Letz Sushi is still fondly remembered for providing a special and professional dining experience to each and every customer they served.

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Solution Description

Letz Sushi signed up for the MyLoyal white-labeled loyalty solution to increase customer loyalty and engagement and to provide more customer insights through first-party data. 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 Letz Sushi chain with a wide range of features. MyLoyal solution was fully integrated with Point Of Sale (POS) system (Oracle Symphony) and take-away system (CrunchIT) to ensure frictionless customer experience. All content of the app could be managed using a self-service administrative panel. MyLoyal also integrated gamification with different reward levels, activity-based tags, dynamic status bars, special rewards discounts, targeted marketing and even games (from scratch cards to quizzes). The app also allowed customers to find the nearest restaurant location in no time by using their location and they can easily check the working hours, distance, or even order take-away directly from the app, all in a much faster manner.

The white-labeled app allowed Letz Sushi chain 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 Letz Sushi's marketing team could segment their customers, analyze their behaviors, or view customer engagement indexes.

# Payment-card Linked Loyalty Solution With Full POS Integration
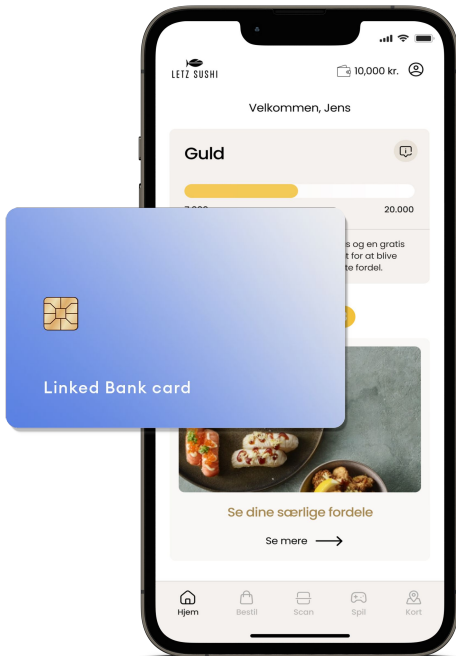
Payment card linked loyalty

Frictionless loyalty-earning is a great way to improve customer experience and drive more traffic. For example, the Letz Sushi customers linked their payment card once in-app and instantly start to auto-earn every time they pay using their card no matter the channel they buy. As a result, customers who pay in restaurants as usual and with a linked payment card will receive points without opening the app! The solution is easily implemented, with no change in the buyer behaviour or employee set-up on the POS system.

Offers & News

In the current market, personalisation is vital. With the MyLoyal platform, Letz Sushi could communicate with customers directly through in-app push messages, providing tailored offers based on their past purchase history or general promotions, news, and events. Additionally, the retention feature identifies customers' last activity and motivates them to return, making personalisation an excellent way to increase sales.
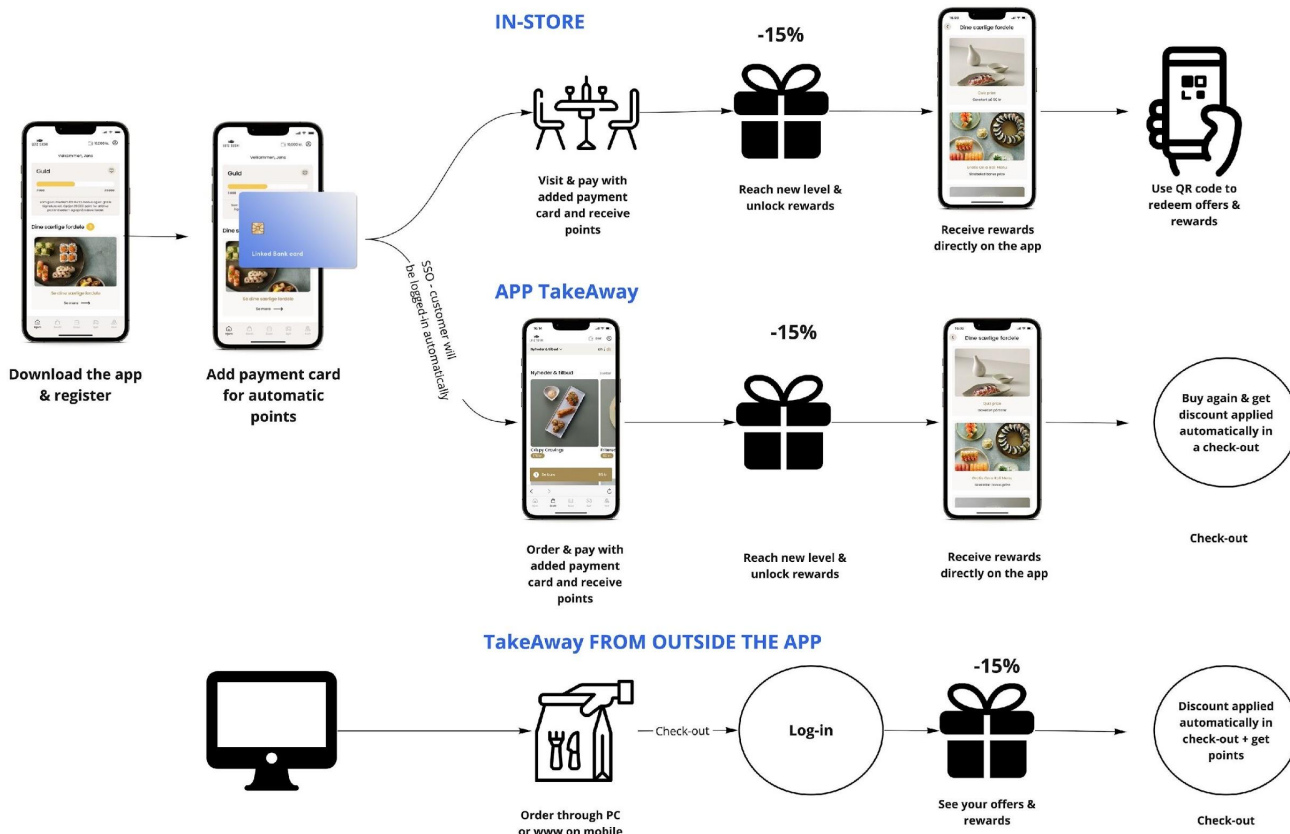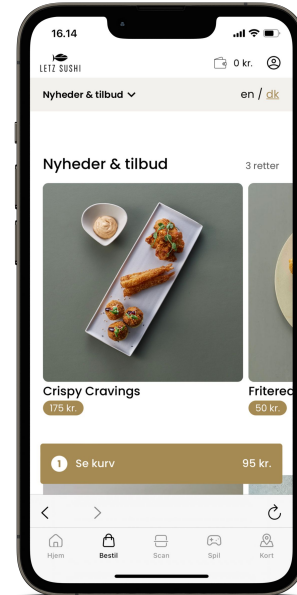
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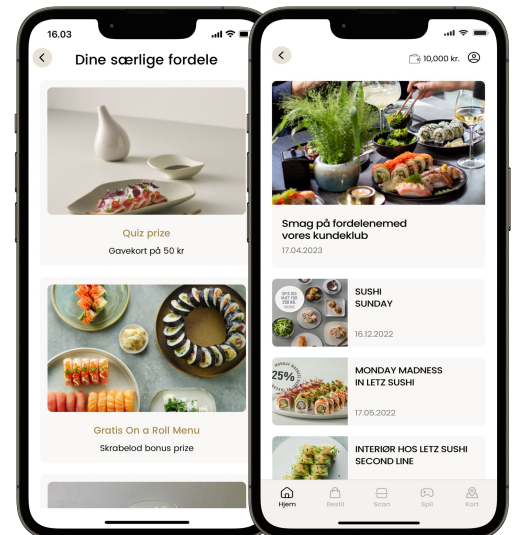
Fully Integrated Take-away Solution Allowing Seamless Redemption In Any Channel

Take-away

Full seamless take-away integration provides a comprehensive omnichannel experience. With your loyalty app, your customers can easily order their favorite meals and earn loyalty points seamlessly through the app. A hassle-free experience that allows customers to order, redeem and earn rewards in just a few clicks with no need to repeatedly enter personal information. Furthermore, earned rewards can be redeemed across any channel, whether it's in-store, through the app, or for takeaways outside the app. This makes it easy for customers to remain loyal and enjoy great rewards.

IN-STORE

-15%

Visit & pay with added payment card and receive points

Reach new level & unlock rewards

Receive rewards directly on the app

Use QR code to redeem offers & rewards

APP TakeAway

-15%

Order & pay with added payment card and receive points

Reach new level & unlock rewards

Receive rewards directly on the app

Buy again & get discount applied automatically in a check-out

Check-out

TakeAway FROM OUTSIDE THE APP

-15%

Order through PC or www on mobile

Check-out

Log-in

See your offers & rewards

Discount applied automatically in check-out + get points

Check-out

Download the app & register

Add payment card for automatic points

SSO - customer will be logged-in automatically

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All Features

- Points
- Tier levels
- News
- Offers
- Events
- Games
- Receipts
- Stamp cards

+ Many more features

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Letz Sushi had **23,894** active loyal users.
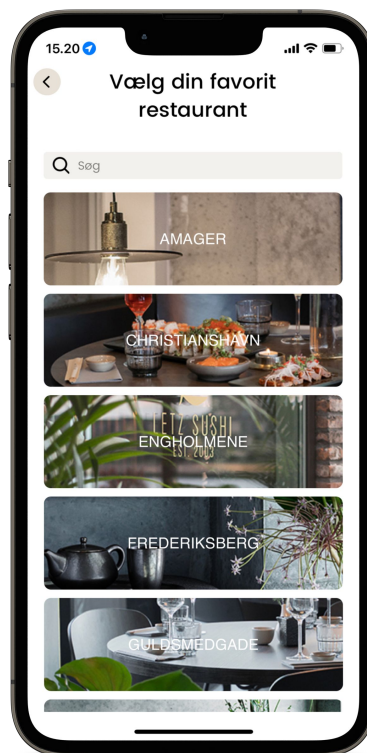
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Fast Customer Onboarding For Automated Rewards

01

Register with email
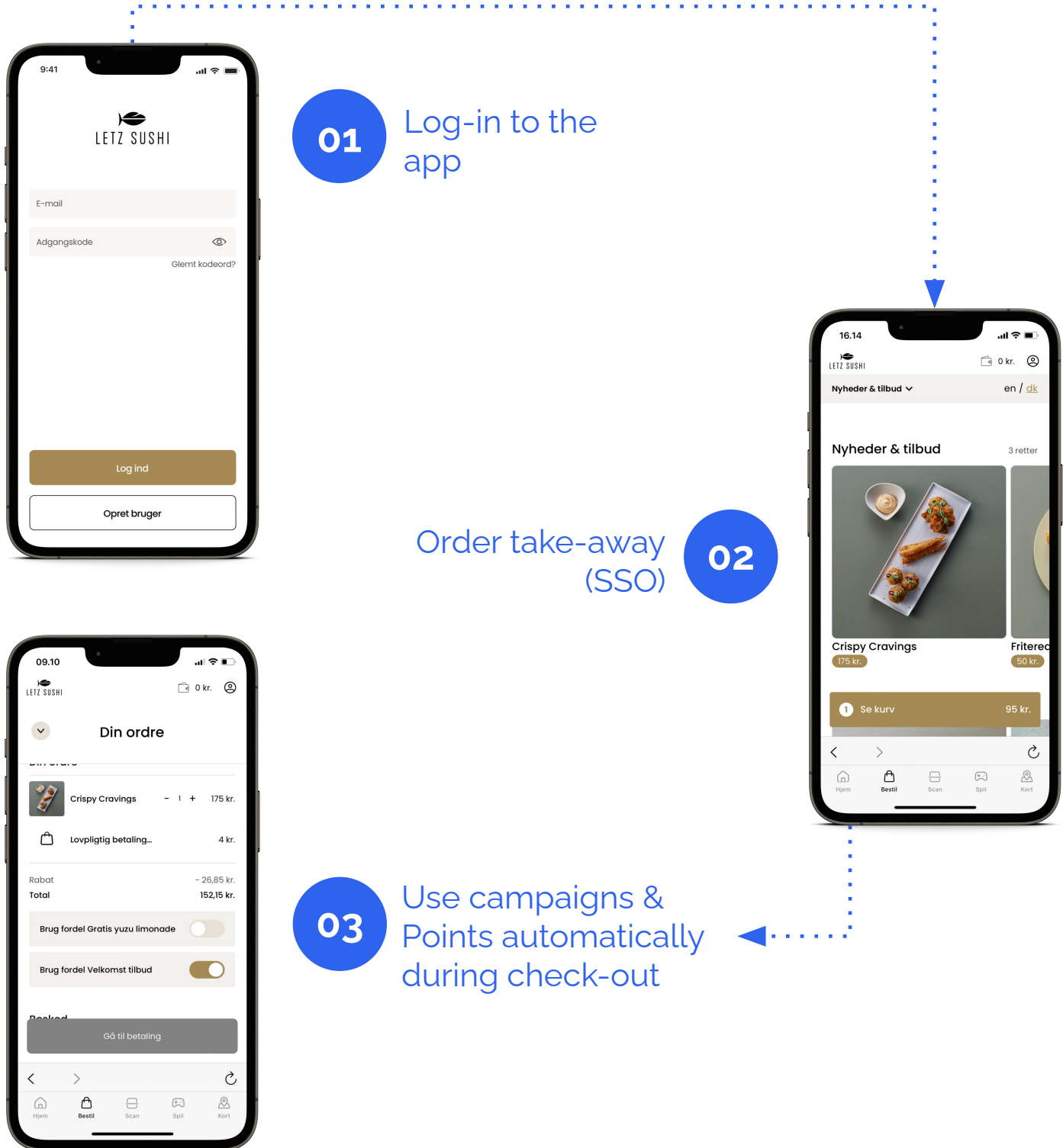
02

Select favourite place

03

Add payment card for automated rewards

51% of app users added payment card within first 30 days

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Seamless And Fast Take-away Ordering

01 Log-in to the app

02 Order take-away (SSO)

03 Use campaigns & Points automatically during check-out
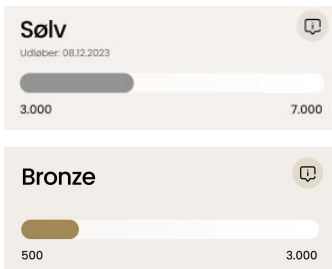
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1/3 of new app users performed purchase in the first 30 days

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High App Engagement Due To Gamification And Games

Gamification elements + design
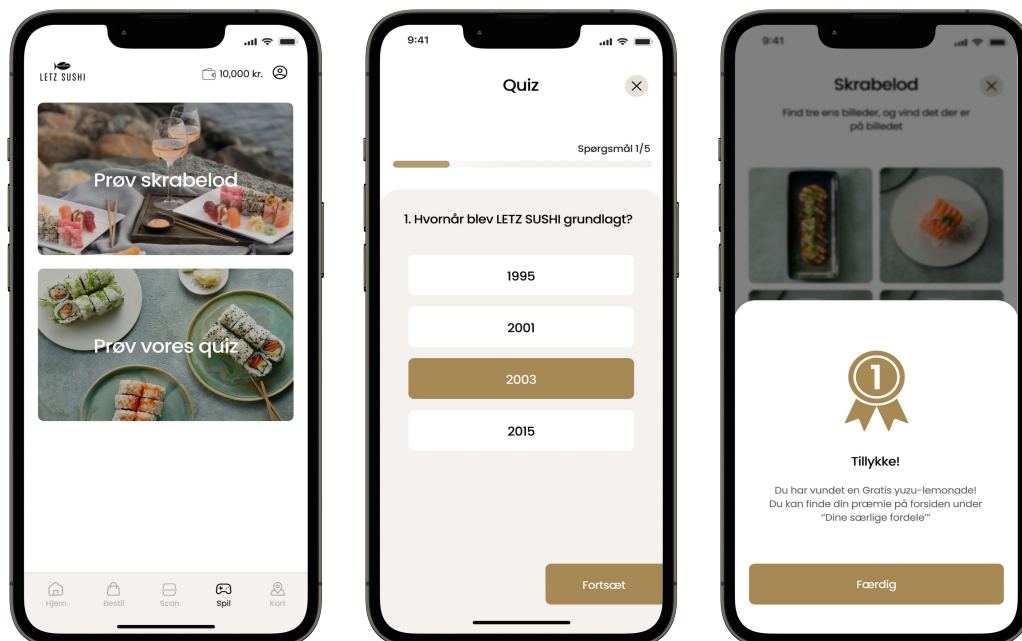

+1300 silver members

+10,500 bronze members

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

Games

31,8% of active users played a game every week. The most played game was scratch card which was played 18,309 times in total.
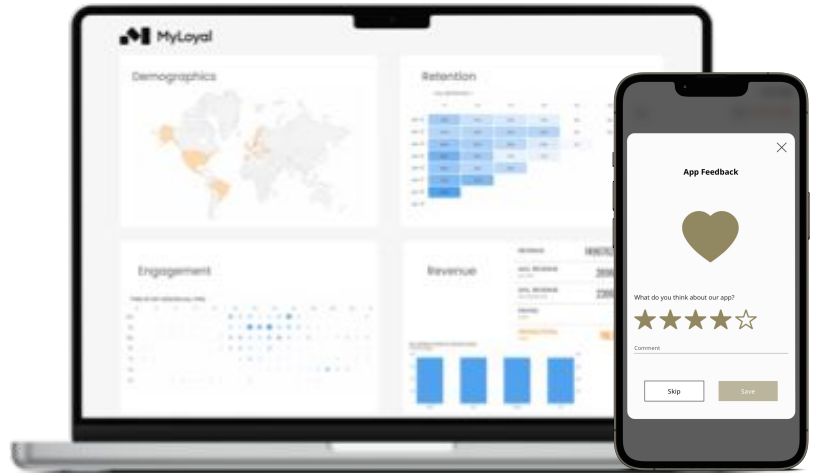

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40% reward redemption rate, due to the easy-to-use reward process

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Integration & Customer Insights

Full POS integration for auto-points

MyLoyal solution integrated seamlessly into the Letz Sushi POS System (Oracle Symphony). This allows to capture customer purchase information as well as combine with app usage to predict customer behavior.

360° Customer insights

Letz Sushi marketing team is able to track user behavior, enabling them to make better decisions for their business' needs. Possibility to segment customers and personalise communication to the target audience allows to be more accurate in marketing spend and make revenue-driving decisions; faster.

Direct and personalized communication

With easy-to-use cloud-based loyalty management software, Letz Sushi 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.

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+54% of monthly active users used using the app every week

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Growing app user engagement with avg. ~4min session duration and + 7 sessions a month

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Outcome

Letz Sushi's loyalty program has proven to be a resounding success, showcasing immediate results and enthusiastic participation from its customer base.

With nearly 24,000 active users engaged, the program has garnered widespread acclaim. Among these users, half added their payment cards to the app, and 40% were actively redeeming offers. The program boasted over 10,500 Bronze members and 1,300 Silver members, highlighting the loyalty of its customers.

Moreover, since joining the loyalty program, 60% of users made purchases from Letz Sushi, and 54% utilized the app on a weekly basis. The app also saw increased user engagement, with an average session duration of 4 minutes and 7 sessions per month.

Adding to the program's appeal are its entertaining features, with 31.8% of active users enjoying weekly games within the app, with the stamp card feature being particularly popular, utilized an impressive 18,309 times in total.

The integration of a seamless omnichannel take-away experience has further enhanced customer satisfaction, allowing for the effortless earning and redemption of rewards across various channels.

The success of Letz Sushi's loyalty program underscores the benefits of implementing such programs for businesses aiming to enhance customer engagement and retention.

Letz Sushi loyalty program was successful! Thank you to MyLoyal's white-labeled loyalty solution.

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Loyalty Matters

Success Criteria
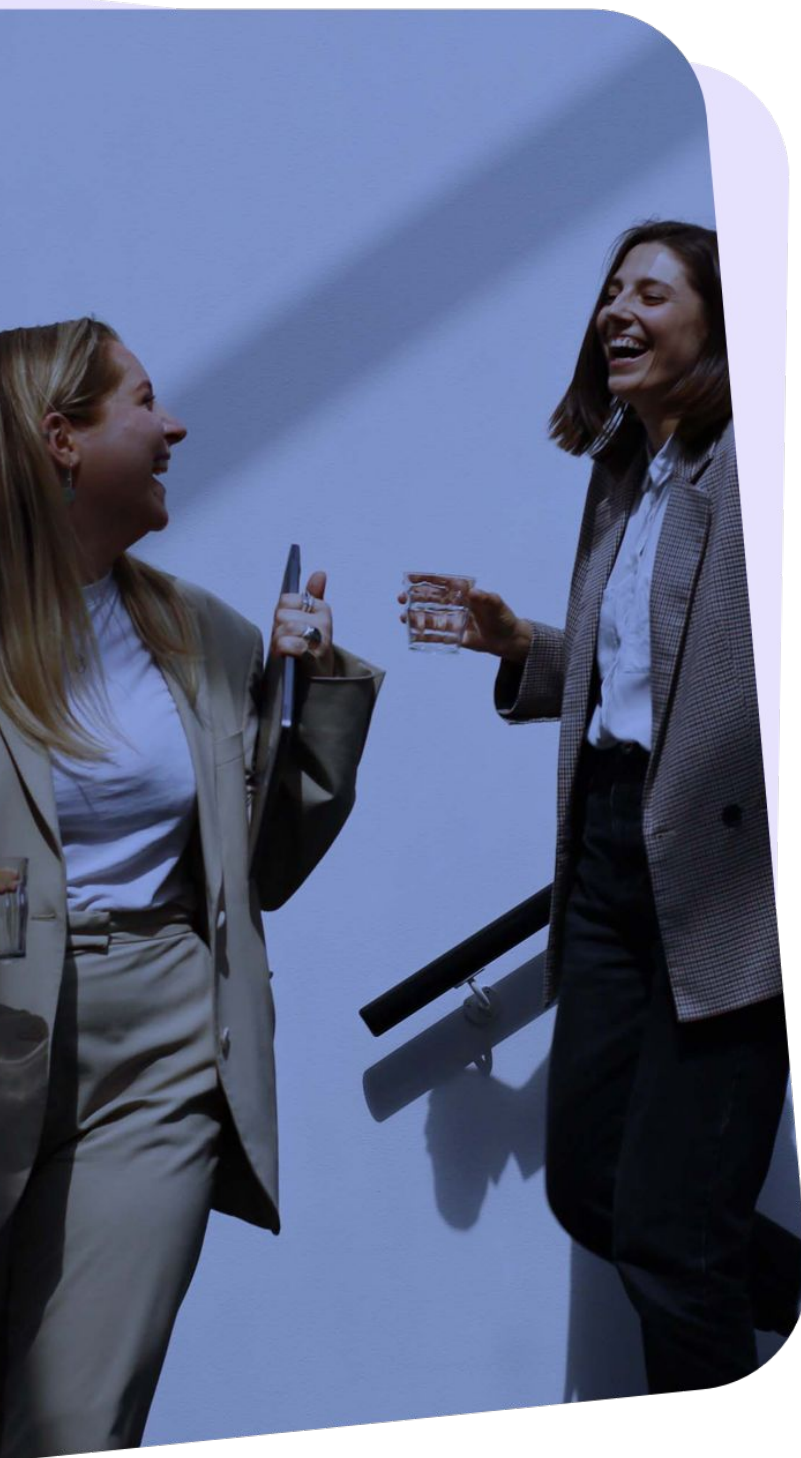
01 ## Close collaboration

- 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

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Loyalty Matters

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