

FSR LOYALTY PROGRAMS

In a recent pulse survey, Intouch Insight asked 1,389 consumers about their experiences with Full Service Restaurant loyalty programs.

Here's what we found out!








66%

of respondents are a member of a loyalty program at a full-service restaurant.

65%

of respondents are more likely to choose a brand over its competitor if they have a loyalty program.

How did you learn about the loyalty program(s) that you are a member of:

-  **64%** Signage at the restaurant promoting the program
-  **35%** Received an email about the program
-  **29%** An employee told me about the program
-  **24%** QR code at your table
-  **7%** Other



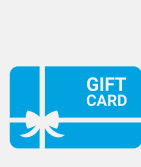
Preferred reward to redeem loyalty program points for:



Free item
49%



\$ off purchase
35%



Gift card
8%



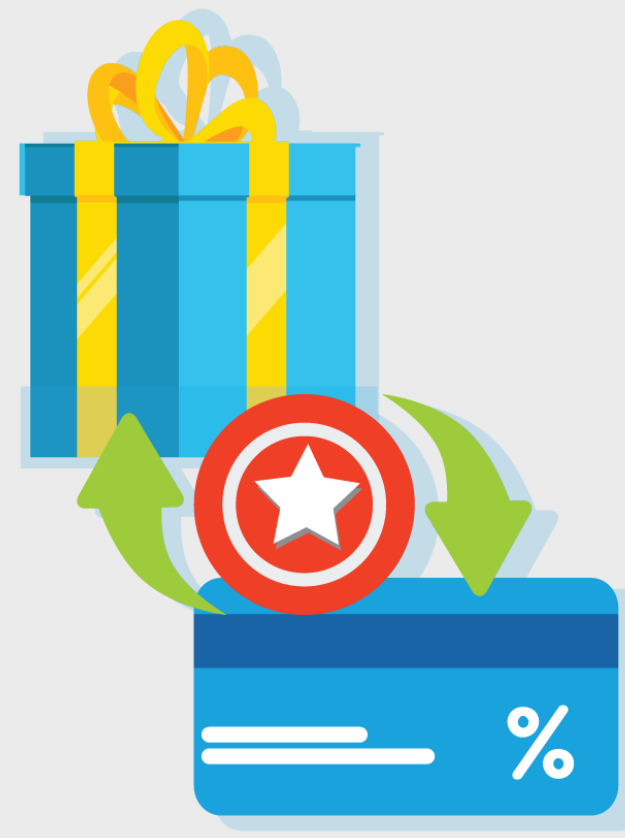
% Discount off purchase
6%



Other (Free company merch)
1%

Preferred method to collect your reward points when dining at a full service restaurant

Enter a code from the receipt into the mobile loyalty app	40%
Sign in while at the restaurant using a QR code at my table	29%
Sign-in via tablet or device provided by the waitstaff	14%
Complete a survey after my dining experience	11%
Other	5%



1 out of 5 respondents stated that they found it difficult to **COLLECT LOYALTY POINTS** when visiting a restaurant in person

Of those, **51%** stated it was because they forgot, **40%** stated they didn't know how to collect, and **23%** stated that they were uncomfortable asking the server

Only 16% of respondents stated that they found it difficult to **REDEEM LOYALTY POINTS** when visiting a restaurant in person



Of the 16% who found it difficult, **51%** didn't know how to redeem them, **30%** stated they forgot how to use them, and **29%** stated they were uncomfortable asking the server.

Of the **34%** who are **not members** of a loyalty program at a full-service restaurant, here were the reasons:

46%	I don't know about, or haven't been told about a loyalty program at the restaurants I frequent
42%	Restaurants I frequent do not have a reward program
31%	Takes too long to build up enough points to redeem a reward
9%	Other
5%	Too difficult to present a loyalty card each time I go to eat
2%	Don't like the loyalty reward options



The point is ...

66% of our respondents are a member of a loyalty program at a full-service restaurant, and 65% are more likely to choose a brand over its competitor if they have a loyalty program. Loyalty programs help diners feel special, connected to your brand, and more likely to return. With technology in this arena advancing at a rapid rate, customers can look forward to seamless execution and expanded benefits. Luckily, Intouch Insight can help store, track, and break down this important customer information. Call us!