



## CASE STUDY

# Kneaders Bakery & Café

How transitioning off Paytronix enabled Kneaders to drive real-time customer engagement and adapt rapidly to COVID-19 with the digital agility offered by Thanx.

Industry:	Size:	Launched with Thanx:
<b>Restaurant</b>	<b>54</b>	<b>July 2020</b>

“ We launched Thanx in July amidst the pandemic and haven’t had a backwards week since launch. Our sales have been climbing every single week and Thanx has been an instrumental part of that growth. It’s been invaluable to reach our customers, especially given the disruption to normal habits.”

Kelly Conroy, VP of Marketing  
Kneaders



## The Challenge

Hindered by slow-to-launch campaigns, inaccessible data, and outdated digital interfaces, Kneaders lacked the tools needed to drive customer engagement in a COVID-19 climate.

In the past, hiring costly consulting agencies for customer insights merely gave them a snapshot of the consumer intelligence information they needed. Even using the Paytronix platform, Kneaders struggled with limited data and lengthy lead times, often having to wait weeks to gather requested metrics or simply launch a campaign. Tired of the lack of account support and feeling like they were constantly being pitched on costly additional features, the Kneaders team sought a new partner to deliver results.

## The Approach

Kneaders selected a new engagement platform that offered up-to-the minute customer data, comprehensive campaign ROI, and a convenient online ordering experience for their customers.

Kneaders believed the key to surviving and thriving amidst the pandemic was the digital agility offered by Thanx. Making the switch from Paytronix to Thanx proved to be a seamless and low-lift transition for the entire Kneaders team and they were quickly able to see results.

## The Solution

### Convenient digital ordering = rapid customer acquisition.

Launching a new dynamic app and easy to use digital interface streamlined ordering and increased check averages by nearly 3 dollars - almost 11%. With a frictionless enrollment process, customers rapidly adopted the new program. After the launch of online ordering through Thanx, Kneaders grew their loyalty program sign-ups 331% in the 6-month period following launch, attracting over 149k loyalty members into their Thanx-powered loyalty and rewards program.

This dramatic increase in their database gave Kneaders powerful insight into exactly who their customers were and how to target their most valuable guests effectively.



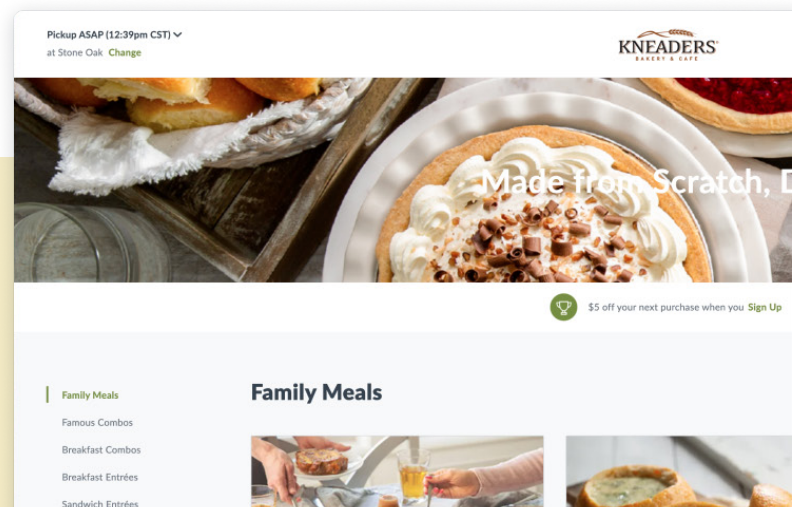
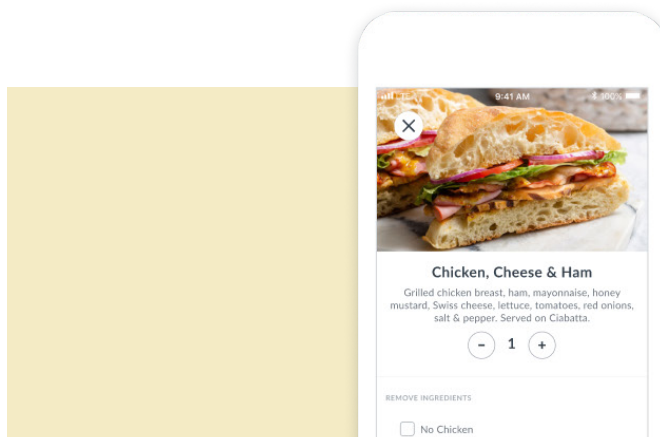
Average WoW digital sales growth since launching with Thanx: **23%**



Loyalty Member Growth: **331%** in just 6 months post-launch with Thanx



Digital check average increased by nearly **\$3 (~11%)**



## With quick to launch campaigns, move as fast as your customers.

With Paytronix, Kneaders was subjected to a two week notice period to launch a campaign. With Thanx, launching a campaign now takes just minutes.

The ability to launch campaigns in an instant, combatting changing dining regulations, helped Kneaders quickly adjust to new customer behaviors and habits. The Kneaders team leveraged Thanx's email and push notification messaging to inform customers of relevant communications such as curbside, delivery options, and menu changes. No longer having the roadblock of excessive lead times to launch promotions, the Kneaders team could respond effortlessly to external factors impacting their business.

## No more rolling the dice with costly media campaigns.

"Thanx has helped decrease our reliance on traditional media. Normally in Q4, we have television, radio, and OOH in most markets, which was unfeasible this year. Having our app and communicating to our customers through that channel has definitely eased our dependence on paid advertising."

Kelly Conroy, VP of Marketing, Kneaders

Partnering with Thanx yielded additional unexpected benefits across all departments at Kneaders. Most significantly, the Kneaders marketing team was able to decrease their dependency on paid advertising. Results from Thanx campaigns proved to have consistent ROI and conversion rates. This predictability made the Kneaders marketing team feel comfortable pulling back on cash-heavy, risky media investments that often cast too wide of a net to appeal to their ideal customer profile. The

Kneaders marketing team leaned into Thanx's customer analytics tools, launching personalized offers to get the most lift from an already invested audience.

## Digital agility that grows with your business.

Thanx offered digitally agile solutions for Kneaders at every turn - from a convenient online ordering experience to targeted marketing solutions which eliminated the need to gamble with critical operating cash. By knowing their core customer, Kneaders could protect their core customer. Moreover, Kneaders could count on those customers to drive predictable incremental revenue throughout the pandemic and whatever else their future has in store.

K KNEADERS

now

Alice, you're just 5 points away from a free side. Come back in this week!



### \$2.99 Delivery This Week

Can't make it to the bakery? Don't worry, we'll bring your favorites to you! This week, January 11-16, we're offering \$2.99 delivery fees when you [order online at Kneaders.com](#), by phone, or through the [Kneaders Rewards App](#). Just select "Delivery" under ordering options, no promo code needed.

We're grateful to be able to offer convenience and bring the bakery to you this week, wherever you are. See you soon!

Order Jan. 11-16