



CASE STUDY

# DIG

Why DIG moved away from “check-the-box” loyalty and opted for a digital transformation with Thanx’s best-in-class APIs.

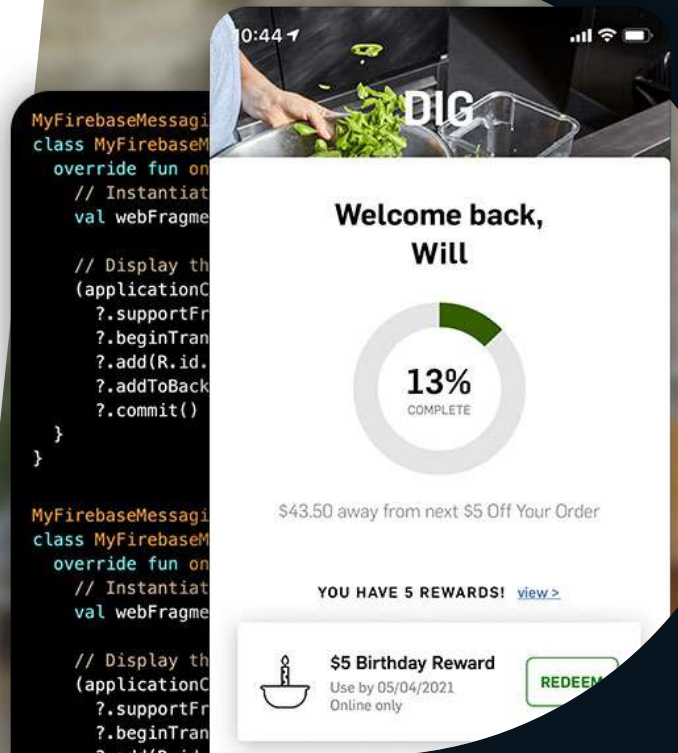
Industry:  
Restaurant

Locations:  
27

Launched with Thanx:  
February 2021

“ The way that Thanx offers rewards feels fundamentally different, with ease of segmentation, automation of campaigns, and the flexibility in the way we can build rewards.”

DIG's VP of Product & Technology



## The Challenge

After investing in a bespoke digital app, DIG struggled to offer guests a seamless loyalty experience with their LevelUp program. The outdated platform had a cumbersome sign-up process and required customers to use different logins across their tech stack. This created friction for customers and barriers to data capture for DIG. Moreover, LevelUp’s marketing tools provided limited options for targeted campaigns, hindering the effectiveness of their promotions.

## The Approach

DIG sought a new platform to engage and delight guests that consolidated their customers’ user identities, accelerated their data capture, and offered powerful marketing and segmentation tools.

Because of DIG’s investment into their own custom app and online ordering experience, it was essential that their new partner had the advanced open-platform APIs necessary to integrate with their existing consumer-facing technology.

## The Solution

**Technical partners. Every step of the way.**

“The Thanx developers were a tremendous help, guiding us through the process and making recommendations to improve the guest experience.”

DIG’s VP of Product & Technology

DIG had previously built their app from the ground up and needed a partner committed to integrating the technical aspects of a new and improved loyalty program into the vision they had for a modern customer experience across their digital landscape. Thanx ensured the new loyalty program integrated with their online ordering system and also worked with their in-store POS. Thanx’s dedicated team of developers worked closely with DIG to create a compelling user experience (UX), provide clear and well maintained [API documentation](#), and were flexible in adapting to DIG’s evolving needs within their guest UX.

## Preview of results

Since launching with Thanx

**+\$4.53 (24%)**

Digital Check  
Average Growth

**+\$9.2M**

Tracked Spend from  
DIG’s CRM Members

“The production beta testing Thanx led was instrumental in smoothly launching the app with the new loyalty program. Thanx flagged beta testing as missing from our project plan. Without it, a number of bugs would have gone live.”

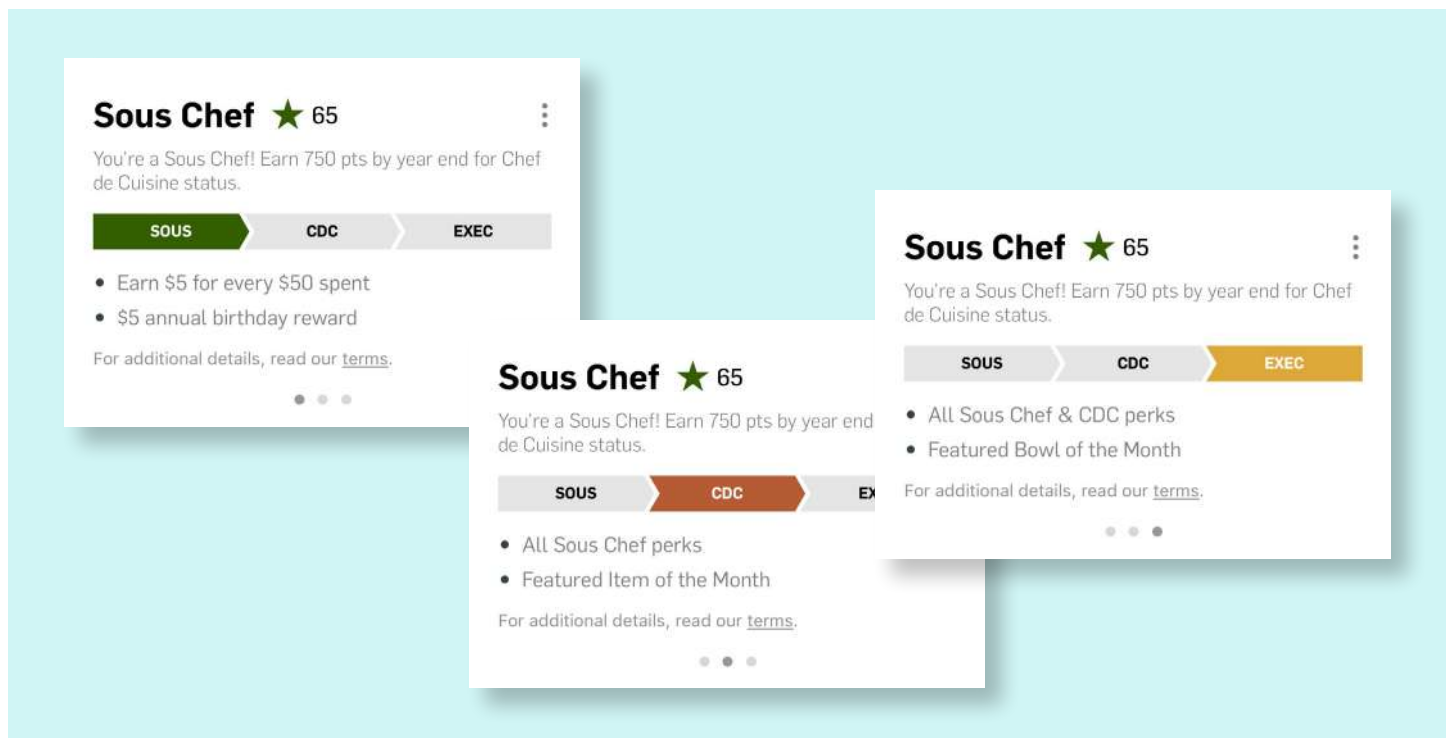
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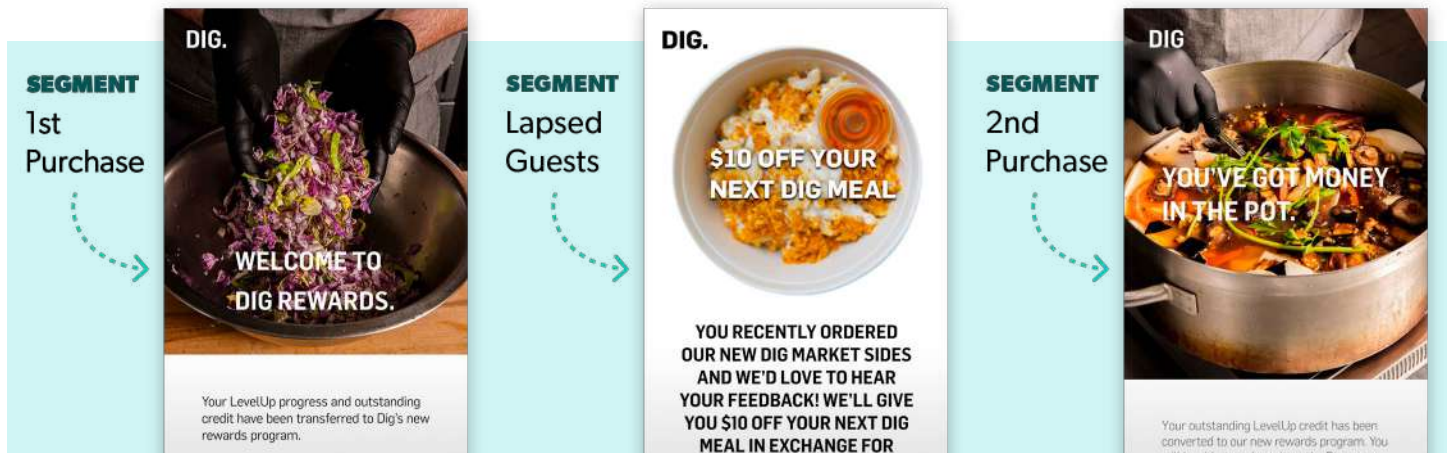
## Streamlined for off-premise and in-store customers alike.

Prior to transitioning to Thanx, DIG struggled to capture and consolidate customer data between on and off-premise transactions. Not only were there several obstacles within the sign-up process, multiple logins were required to order online or earn loyalty points which led to customer confusion, lack of adoption, and a steady stream of complaints into DIG’s customer support team. For the in-store experience, identifying and enrolling customers into their CRM required QR code scanners which were unreliable and slowed down speed of service.

DIG realized growing their CRM and ability to accrue actionable customer data required a transition off LevelUp and onto a platform that offered both a frictionless experience, aligned with the convenience and ease-of-use expectations of their customers, and developer-friendly APIs to work within DIG’s current technology environment.

Thanx’s proprietary credit card integration solved for many of these critical pain points. With Thanx, capturing customer purchase behavior and earning rewards progress is effortless for DIG and their customers alike - it’s as simple as placing an order online or swiping a credit card in store. Thanks to Thanx’s open-platform APIs, all of these improvements were made without necessitating a overhaul of their existing custom app or changing their existing POS or technology stack, where DIG had already invested heavily.





## Modern marketing tools built for personalization.

DIG also saw an opportunity to upgrade their loyalty program to one that offered more flexibility. Using Thanx’s dynamic loyalty platform, DIG created custom branded loyalty tiers such as “Sous Chef”, which includes birthday and referral rewards, all the way through “Executive Chef” to enjoy free monthly featured menu items and bowls.

Looking to improve their guest sign ups, retention, and frequency, DIG found that the Thanx dashboard’s marketing and campaign segmentation tools featured a suite of experiential ways that customers could engage with their brand - from campaign type to communication medium. Using Thanx’s email, SMS, and push notification capabilities to interact with their guests via their preferred means resonated with DIG’s goal of offering a truly personalized omni-channel experience.

“Segmentation is one of the things that was a big factor in us choosing Thanx. We liked that a lot of the segmentation was out-of-the-box so we could get started with testing quickly and we didn’t have to build the logic up front. It allows us to send more tailored and bespoke messages to customers. Other platforms didn’t allow for automated segmentation.”

DIG’s Digital Product Manager

## Conclusion

“Because we are using an API, we can play around with where we surface features and different CTAs to find out, for example, how we can get higher conversion on friend referrals and test different flows. The API is fairly clear and flexible and is something we are hoping to lean into more.”

DIG’s VP of Product & Technology

The foundation of Thanx’s APIs enabled DIG to build their bespoke app and digital experiences on top of all of the benefits of Thanx’s loyalty platform, ordering-integrated CRM, and advanced marketing tools. The result is a truly elevated experience with the ability to adapt all aspects of the Thanx platform to custom fit DIG’s initiatives for optimized results for years to come.

### Want to learn more?

Built entirely on top of modern cloud APIs, Thanx is the most modern, scalable guest engagement platform available on the market. To learn more about how you can achieve these results – now, when you need them most – schedule a demo today.

[Schedule a demo](#)