

CASE STUDY

Brixx

Why Brixx selected a sophisticated new loyalty platform to accelerate franchise growth for their full-service restaurants and deliver on ease of transition.

Industry:

Full-Service Restaurant

Locations:

23

Launched with Thanx:

December 2021

“ Through research, we realized it’s not in our best interest strategically to continue discounting so heavily. A hugely important component was being able to move away from coupon-based loyalty and move toward something more personalized so that we can surprise and delight while not devaluing our product.”

Sydney Vassal, Director of Marketing
Brixx Wood Fired Pizza + Craft Bar



The Challenge

In looking to the future, the Brixx team had big plans to grow the franchise business for their full-service restaurants but felt held back by limitations with their technology and a lackluster customer engagement program. Brixx's former legacy loyalty program weighed the brand down with a "punch card" format and one-sized fit-all discount rewards. Not only was the loyalty program fraught with friction for their staff and customers, but it failed to capture adequate customer data and offered the Brixx marketing team no opportunities to personalize their guest engagement.

The Approach

Brixx traditionally focused on its on-premises experience, offering fantastic table service and gourmet oven-fresh pizzas to in-store guests. As COVID migrated many of their customers off-premises and to third parties, the Brixx team knew a transformation of their tech stack was necessary to modernize their loyalty program and uplevel their digital order experiences. Brixx's executive team consulted with their franchise leadership and together they concluded that moving away from their outdated loyalty platform was critical for achieving their franchise growth goals.

Preview of results

Since launching with Thanx

+36% (\$10)

Check Average
Growth



The Solution

After extensive qualitative and quantitative research, Brixx learned that one of the main attractions of their brand was the high quality of both ingredients and the dining experience. Research results confirmed that their coupon-oriented loyalty program was eroding their brand. After a thorough evaluation, Brixx selected Thanx to transform its loyalty program into a sophisticated means for robust data capture and more closely align rewards and incentives with core brand values.

“ We chose Thanx to get as technologically advanced with customer data as we possibly could, in order to start really personalizing our marketing. Thanx was the easy option when we were evaluating because they delivered on that.”

Sydney Vassal, Director of Marketing, Brixx

SEGMENT A

Weekday Lunch Crowd

SEGMENT B

2nd Purchase, Lapsed

SEGMENT C

Raleigh Caterers

Loyalty Solutions for any Tech stack

“ We wanted to improve our tech stack to find solutions that work together beautifully to capture data and help drive online ordering. Creating one POS, loyalty, and online ordering ecosystem that worked seamlessly was a big reason we chose Thanx.”

Sydney Vassal, Director of Marketing, Brixx

A major consideration for the Brixx team was finding a loyalty provider that integrated with their primary technologies such as their POS and online ordering provider. Thanx’s best-in-class integrations with Toast and Olo offered Brixx a quick-to-launch option with deep integrations that took basic compatibility a step further. Thanx augmented the functionality and data capture of typical POS or online ordering providers by layering in a conversion-optimized user interface while bridging the gaps from digital to in-store purchasing data. This was imperative for Brixx because of the importance of their on-premises business and their desire to remarket effectively to customers from any channel.

“ Our goal is to train our guests to order from the native website. A great component of the Olo and Thanx integration is that our guests can now order online for delivery which we never had before. We are excited to be able to offer that - capture the loyalty component, have our guests sign in and order delivery, and still use their loyalty points. This will be a huge draw for communications to our guests to order natively instead of a third party.”

Sydney Vassal, Director of Marketing, Brixx

Another factor in choosing Thanx was the immediate need to alleviate margin pressures from third-party delivery aggregators. As third-party orders surged due to COVID, Brixx saw an opportunity to bolster its loyalty strategy to retain native orders and mitigate losses to soaring 3PD commissions. Brixx executives and franchise leaders were in agreement that upgrading their tech stack was more important than ever. The Thanx plus Olo online ordering interface allows customers to order delivery directly through their Brixx app or online and gain valuable incentives for doing so over third-party. Since Thanx’s CRM is directly integrated with Olo, Brixx customers are enrolled seamlessly at the point of first purchase, see progress toward their loyalty goals in real-time, and can activate rewards during checkout with a one-click selection. In exchange, Brixx retains more profits from these digital transactions while gaining valuable data to support customer retention efforts.

Data that Drives Personalization

“ I was most impressed with the ability to really tailor the audience segments - to build super customized segments and have them constantly be updated as a live audience, instead of a static group where we would have to manually tag contacts. Those campaign-building capabilities will be so helpful. ”

Sydney Vassal, Director of Marketing, Brixx

Hindered by minimal data collection from their prior loyalty provider, the Brixx marketing team lacked the customer insights needed to execute the personalized marketing tactics the brand wanted to deploy. Brixx knew that an email address and location frequented was simply not enough information to tailor guest engagement to the individual behaviors and needs of their unique customers.

Thanx’s proprietary credit card integrations were particularly exciting to the Brixx team since they provided an automatic means to track purchases for customers. This eliminated friction for staff since they no longer had to interact with servers for the digital punch cards used by their old program. This also streamlined the customer flow for guests who could now earn or use rewards simply by swiping their credit card. Accordingly, Brixx saw adoption and engagement with their loyalty program grow. This increase in the volume and detail level of customer data unlocked key customer behavioral insights and powered sophisticated segmentation to supercharge the brand’s marketing efforts.

“ Our goal is to build a more custom marketing experience for our guests and communicate with them on the things they care about and when they care about them. ”

Sydney Vassal, Director of Marketing, Brixx

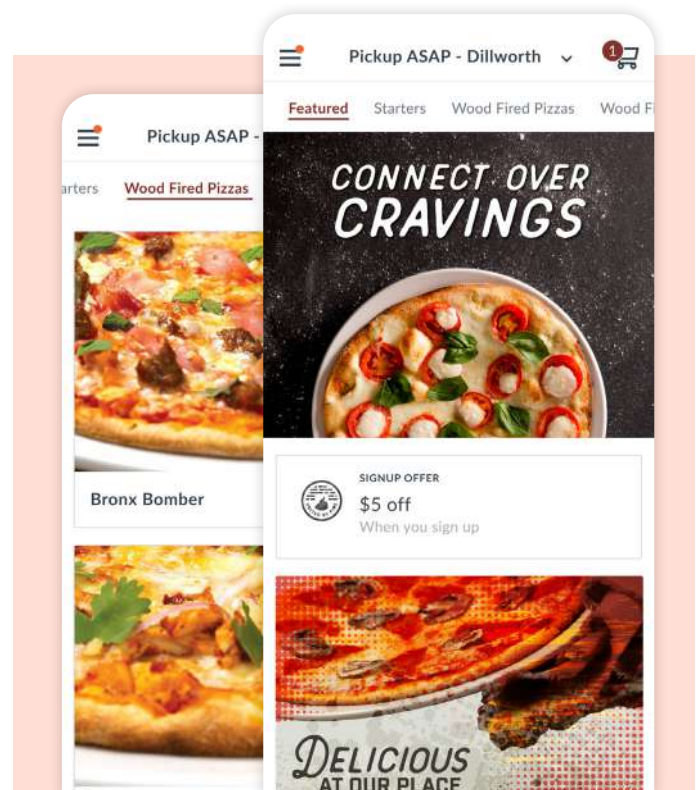
Transitions Made Easy

With their old loyalty partner, Brixx felt a major lack of support and service. That all changed with Thanx from the start. During the transition onto Thanx, Brixx felt supported across various teams to ensure proper migration of their previous CRM, a timely launch of their updated digital experiences, and a thoughtful marketing strategy to drive engagement delivered by Thanx’s loyalty experts.

“ Our Thanx success manager gave us awesome launch campaign suggestions and a complete plan for post-launch. ”

Sydney Vassal, Director of Marketing, Brixx

In addition, Thanx offered thorough training modules to prepare Brixx’s staff across their locations and educate guests on the benefits of the new program. Quickly, all Brixx staff from general managers to servers were excited about removing the clunky legacy loyalty program to make way for Thanx.



“Thanx did a great job giving us the resources needed to train everyone from GMs and ease our franchisees’ minds.”

Sydney Vassal, Director of Marketing, Brixx

Another major benefit of moving to the Thanx solution for Brixx was that Thanx handles 100% of customer service regarding their loyalty program, app, and digital ordering. Previously, any technical issues with their program or app left the Brixx team fielding complaints and support tickets. With Thanx, Brixx was alleviated from these time-consuming tasks, freeing up their team to focus on supporting growth goals from the store level and beyond.

The Thanx transition team provided a smooth transition for Brixx by:

- Analyzing current program data and making recommendations for migration
- Leading thorough training and offering best practices for staff
- Providing templated communications to customers to properly set expectations around the new program launch
- Handling all customer support requests that come in from transferring users

Thanx ensured a seamless transition for Brixx customers because:

- Guests were able to claim their prior loyalty progress on the new Thanx program
- No need for customers to download a new app, any updates were pushed automatically
- Passwordless login streamlined the customer flow

Conclusion

“Tailoring communications, offers, and rewards to guests based on their behaviors is one of our goals. Growth is driving frequency and repeat business and loyalty is a huge part of that.”

Sydney Vassal, Director of Marketing, Brixx

Brixx’s intuition that investing in technology would be the key to securing the growth of their brand as they doubled down on franchising proved correct. With Thanx, the brand is now equipped with a streamlined tech stack, comprehensive data capture, and marketing tools to effortlessly build segmented campaigns to power personalized customer engagement. Brixx can deliver meaningful experiences to their customers, both digitally and on-premise, that amplify their brand values, instead of eroding them.

Thanx makes it easy for Brixx to build personal relationships with their guests, driving customer lifetime value and ultimately ensuring predictable revenue and growth for the Brixx brand as they open new locations for years to come.

Want to learn more?

Transitioning to a best-in-class loyalty program can also be a best-in-class experience thanx to our team of loyalty experts and implementation specialists. To learn more about just how easy upgrading your restaurants’ digital experiences can be, schedule a demo today!

[Schedule a demo](#)

