



CASE STUDY

Sweetfin

Why Sweetfin prioritized a deeply integrated, quick-to-launch solution with best-in-class account support to modernize their guest engagement program.

Industry: **Restaurant** Locations: **12** Launched with Thanx: **February 2021**

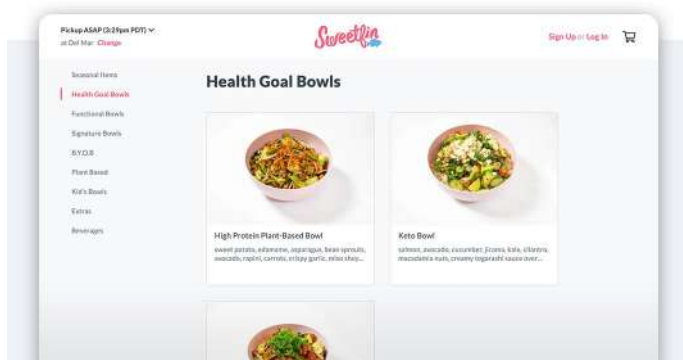
“ The entire onboarding process supported my biggest goal, which is having the bandwidth to do more data-driven marketing without spending all day on it.”

Seth Cohen, Co-Founder and Partner
Sweetfin



The Challenge

Sweetfin’s prior loyalty provider lacked a seamless integration with their digital ordering platform. This caused friction in earning and redeeming rewards from Sweetfin’s loyalty program and accordingly, customer adoption suffered. Additionally, faced with a lack of both account support and user-friendly marketing tools, Sweetfin’s team struggled to allocate their own resources to meet their marketing goals.



The Approach

While evaluating new loyalty partners, Sweetfin knew they required a platform that would be easy to use for customers and their marketing team alike. It was essential the platform integrated comprehensively into their point of sale and digital ordering provider to provide guests with an easy-to-use experience. With a rapidly expanding brand and new locations opening imminently, Sweetfin needed confidence that their provider of choice could launch quickly, support a fast roll-out, and grow with them as they added more restaurant units.

The Solution

Technical Integration and Consolidation.

“The Thanx solution, using credit card integration, and the ability to build on top of our online ordering platform allowed a seamless way for our customers to place orders through our in-store and digital channels while not having to worry about logging in to earn points and rewards.”

Seth Cohen, Co-Founder and Partner, Sweetfin

Sweetfin immediately experienced the value in Thanx’s proprietary integrations with credit card networks and now have the results to show for it. In CRM enrollment alone, what took their previous loyalty provider years to accrue in sign ups, Thanx was able to deliver in weeks. This is because with a loyalty program deeply integrated with their digital ordering system and elimination of guest checkout, Sweetfin customers are automatically enrolled into their CRM with each digital purchase.

Leveraging Thanx’s marketing tools and guest engagement, Sweetfin no longer needed additional technology providers for SMS messaging or e-mail, such as MailChimp. All of Sweetfin’s guest communications could be managed from one consolidated platform with Thanx - including the added benefits of push notifications to app users.

Preview of results

Since launching with Thanx

+250%
CRM GROWTH

+8.5%
CHECK AVG GROWTH

End-to-End Account Support from Start-to-Finish.

“The Thanx implementation was one of the best and quickest I’ve seen. Knowing the Thanx support team was personally handling customer service made for a smooth transition.”

Seth Cohen, Co-Founder and Partner, Sweetfin

The support offered by Thanx’s customer success team enabled a fast launch and deployment, consistent with Sweetfin’s goals. Thanx communicated any needs from the Sweetfin team effectively, such as imagery and menu descriptions, allowing for quick and accurate updates to their app and online ordering experience. Thanx also provided educational materials for their staff, such as manuals and video training, and best practices for customers, including email templates and FAQs.

The fact that Sweetfin did not have to respond to consumer support tickets was a huge win for their team. Thanx set up a dedicated support channel for Sweetfin customers and handled all inquiries. For Sweetfin, this meant more time and energy to ensure a seamless launch internally.

The support continued well after Sweetfin’s launch, as customary for all Thanx merchants. Sweetfin’s customer success manager connected with their team regularly to share learnings and best practices sourced from Thanx’s wealth of experience.

“Those phone calls and regular meetings are invaluable and anytime we have a question about a campaign or in general such as, ‘We want to promote a new limited-time item. What is the best way to do this?’ They have been a wealth of information and ensure that we are utilizing the platform to the best of our ability and using the data as best as we can.”

Seth Cohen, Co-Founder and Partner, Sweetfin

Conclusion

Easy to use, making it easy to focus on what matters.

Both the integration of Thanx’s platform with Sweetfin’s technology and merchant support offered by Thanx facilitated a quick and easy transition and launch. This meant Sweetfin could leverage the benefits of a new, modern guest engagement platform as soon as operationally possible. Sweetfin also found Thanx’s marketing tools on the platform’s back end to be incredibly user-friendly. From data visualization to customer segmentation, the Thanx dashboard made it effortless for Sweetfin’s marketing team to execute on their goal of delivering data-driven personalized marketing to their customers, while requiring limited time and bandwidth to do so successfully.

