



CASE STUDY

Amergent Hospitality Group

Learn how Amergent Hospitality Group grew Same-Store Sales during the pandemic with Thanx's CRM-integrated digital ordering experience.

Industry: **Restaurant** Locations: **35** Launched with Thanx: **July 2019**

“ After the roll-out of Thanx CRM-integrated ordering, Little Big Burger saw a **12.1% increase in SSS** in the 20 weeks following launch and a **7.5x increase in loyalty sign-ups**. Similarly, Burgers Grilled Right saw a **9.0% SSS increase** and a **5X increase in sign-ups**.”

Fred Glick, President
Amergent Hospitality Group, Inc.



Amergent Hospitality Group, Inc. owns, operates, and franchises fast-casual and full-service restaurant concepts. With iconic burger brands spanning 35 locations around the world, Amergent Hospitality Group needed an enterprise-level partner to help them modernize their digital ordering and more effectively engage guests across several of their brands. Little Big Burger, Burgers Grilled Right, and American Burger Company are all using Thanx to drive sales today and build long-term relationships with guests to protect revenue tomorrow.



+575 average sign-ups/week



7.5x increase in loyalty enrollment



12.1%+ increase in Same-Store Sales

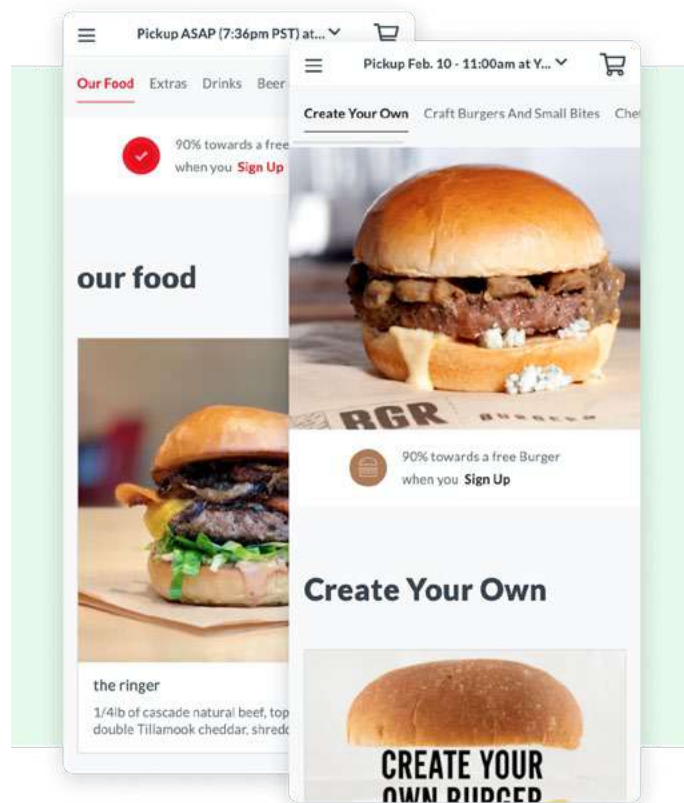
Proactive partners in the face of any challenge.

Like so many restaurants, Amergent Hospitality Group took a major sales hit as a result of the COVID-19 crisis. Though the far reaching impacts of the pandemic felt beyond the control of many businesses, Amergent Hospitality saw consumer habits changing and the opportunity to better meet their customers' evolving needs. They already had a direct ordering channel on their website and a mobile app where guests could place orders, yet Amergent Hospitality decided to double down. They knew that with traffic declining due to the pandemic, every digital customer was precious. Not only did the ordering experience need to be easier so busy customers would want to come back, but they also saw the importance of capturing 100% of guest data

for remarketing. Checking all of those boxes, Thanx was the clear choice for Amergent Hospitality's investment in a CRM-integrated ordering solution. The enhanced partnership not only modernized ordering, it also protected their margins and customer base from third-parties, and ultimately increased CRM enrollment and direct sales.

More orders, more data.

Amergent's restaurant concepts saw a surge in loyalty enrollment after the launch of their new ordering experience. Frictionless loyalty enrollment at checkout yielded 25,000 new loyalty sign-ups for Little Big Burger, an increase of over 7.5X pre-launch sign-ups. Burgers Grilled Right also saw positive enrollment results, with their loyalty database growing 5X after launch. This growth meant these concepts could retain ownership of their customer data at a time when so many restaurants were losing theirs to third-party delivery.



Soaring Same-Store Sales.

With the growth of their customer databases, Little Big Burger and Burgers Grilled Right leveraged Thanx to send personalized targeted promotional offers to drive incremental revenue. With more members to engage with, marketing effectiveness surged. At Little Big Burger, same-store sales increased to an average of 4.3%, which pre-launch had been down -7.8%, an upward same-store trend of 12.1% over a 20-week period. Burgers Grilled Right saw similar results with a positive sales trend of 8.95% since integration.

“ In the middle of a pandemic, our Little Big Burger brand actually set several records for weekly same-store sales — as a result of some well-targeted digital promotions that massively spiked online orders.”

Fred Glick, President, Amergent Hospitality Group, Inc.

Proven, powerful results when your business needs it most.

Amergent Hospitality Group was already benefiting from Thanx’s guest engagement tools. When the pandemic hit, they realized how critical it was to respond and adapt to consumer shifts. By optimizing their digital experiences to focus on data-capture and conversion, they did just that. CRM-integrated ordering is the single most powerful tool for restaurants looking to drive revenue during the pandemic. By capturing 100% of their guests into the Thanx database and using personalized campaigns to create compelling, relevant reasons for them to come back, Amergent Hospitality drove truly outstanding results.

