

CASE STUDY

Mo' Bettahs

How Mo' Bettahs grew sales and traffic with a modern loyalty program and an improved guest experience

Industry:

Fast Casual

Locations:

51

Launched with Thanx:

November 2022

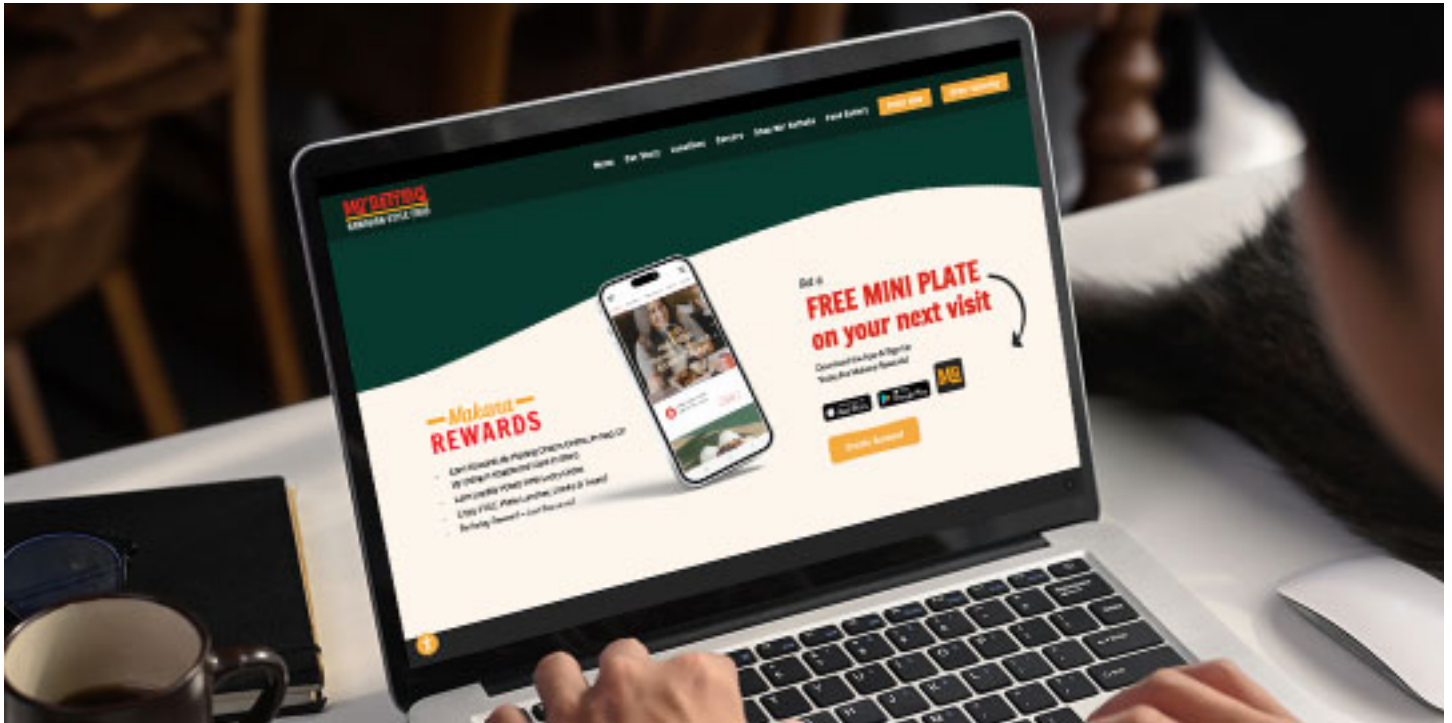
Partners:



“The biggest highlight of adding Thanx has been the impact on sales. Implementing Thanx not only grew our customer database, it boosted traffic. Amidst a backdrop of rapid unit expansion and industry declines in traffic in 2023, we actually reversed our trend to a positive trajectory.”

Rob Ertmann, CEO, Mo' Bettahs





Born on the island of O‘ahu in 2008, Mo'Bettahs brings the warmth of aloha and the rich flavors of Hawaiian cuisine to its patrons. As they gained traction, the rapidly growing, 51-location restaurant brand needed to uplevel and revitalize its existing loyalty program. Mo'Bettahs selected Thanx –combined with their existing Olo ordering system – to deliver a seamless guest experience, grow membership, and drive same-store sales.


The Challenge


The previous program created a negative impact on guest experiences, including hardware connectivity issues and operator reluctance, which hindered the growth of their loyalty program and participation. Mo'Bettahs aimed to deliver a more seamless guest experience to fulfill the promise of loyalty in driving incremental traffic and sales.

Results

Since launching with Thanx:

 **30%**
increase in digital sales

 **15k → 220k**
Active members: 5 yrs on prior solution vs. 1 yr on Thanx

 Implementing Thanx boosted traffic, reversing the trend to a positive trajectory, despite price hikes and sales losses due to rapid unit expansion.

The Approach

As part of their goal to improve the guest experience and revitalize their loyalty program, Mo'Bettahs transitioned from a lower-cost, basic offering to Thanx. They were already an Olo customer, having transitioned from RRT and ItsaCheckmate a few years before.

The Solution

Mo'Bettahs overhauled its loyalty program, addressing guest experience challenges associated with the previous loyalty provider's outdated user experience and interface. With credit card-linked loyalty from Thanx, the speed of service improved, the in-store connectivity issues evaporated, and their guests loved that they could earn benefits just by swiping a credit card.

With the improved program, Mo'Bettahs could finally lean into promoting their loyalty program. Active membership in the program grew in one year more than 15x what had been enrolled over five years with the previous provider. And that was just the beginning.

Areas of Impact:

- ✔ **30% digital sales growth:** First-party and third-party digital sales increased significantly, aligning with the loyalty platform's growth.
- ✔ **15x enrollment:** Program growth from 15k active members after 5 years with the previous provider to 220k active members in just over a year.
- ✔ **Increased frequency:** Mo'Bettahs defied industry trends with a positive traffic trend, leveraging the loyalty database of 220,000 members to positively influence growth, despite cannibalization of sales due to rapid expansion.
- ✔ **Reduced dependence on price increases:** Thanx enabled Mo'Bettahs to reduce the frequency of price increases compared to competitors, which grew customer loyalty and contributed to the loyalty database's growth.

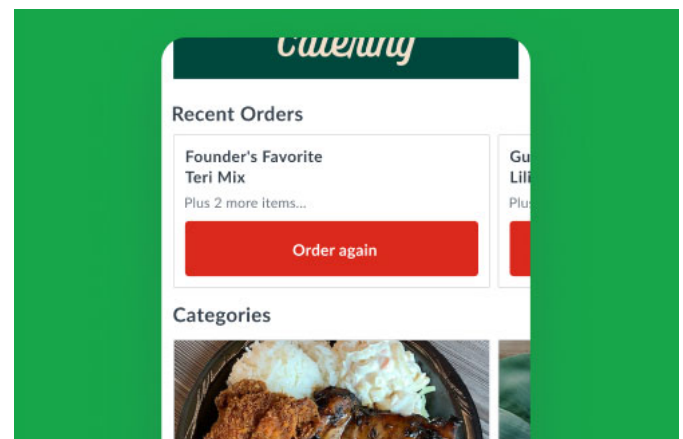
Driving massive uptick in enrollment and ROI:

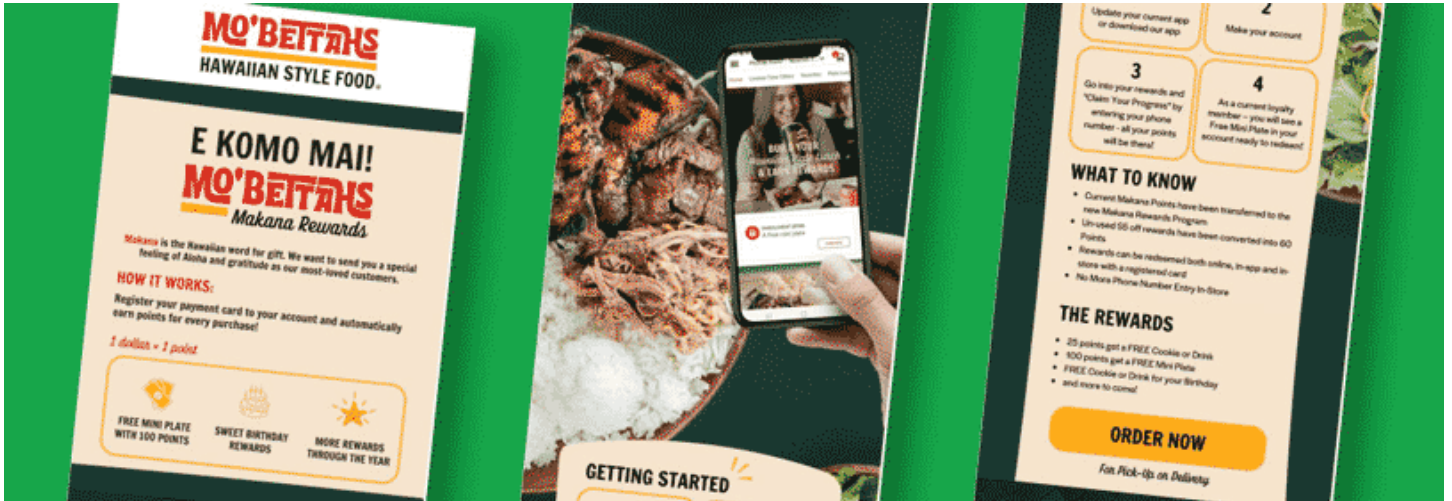
Mo'Bettahs has already achieved remarkable success with Thanx, particularly during customer "give back" days. BOGO promotions on Mother's Day and Labor Day led to substantial database growth and immediate traffic inflection points, proving to be game-changers for promotions to come.

"Thanx is an elevated product. With technology, you get what you pay for. The cost of Thanx is more than justified by the impact on sales, the incremental traffic, and the seamlessness of the guest experience. If you go with a low-cost solution, you better have a good IT team who can spend all of their time making it a seamless experience. That's why Thanx is worth the premium price."

Rob Ertmann, CEO

Mo'Bettahs views Thanx as an elevated product that allows them to focus on leveraging their database rather than dealing with operational challenges. The process of adding Thanx to their suite of technology is justified by the customer-first experience, elevated engagement, and the ability to execute successful promotional campaigns. The Mo'Bettahs marketing team can now focus on delivering more personalized, relevant offers and campaigns to their customers.





Partner Spotlight:



Well before the transition to Thanx, Mo'Bettahs adopted Olo and also saw an immediate impact shortly thereafter. Mo'Bettahs loved that Olo integrated all of their third-party providers eliminating all of their many tablets. With Olo, they were also able to work with more third-party providers, going beyond their initial single provider, DoorDash. For operators, it became much simpler to execute orders and eliminated the disconnections, balancing of checks, and lost connection issues. In fact, upon moving to Olo, Mo'Bettahs saw an unbelievable 50% increase in digital sales.

Conclusion

With the combined technology stack of Thanx and Olo, Mo'Bettahs not only overcame previous loyalty program challenges but also experienced significant growth in sales, traffic, and membership. The combination of best-in-class technology offers an elevated guest experience and empowers the Mo'Bettahs marketing team to deliver targeted and effective campaigns. The success story of Mo'Bettahs showcases the value of investing in a robust loyalty and guest engagement platform.



Want to reduce operational hassle and improve the guest experience?

Talk to the loyalty experts at Thanx.

[Schedule a demo](#)