



CASE STUDY

Big Chicken

How Big Chicken Grew Digital Sales and Traffic with an Enhanced Loyalty Program and Improved Guest Experience

Industry:
QSR/Fast Casual

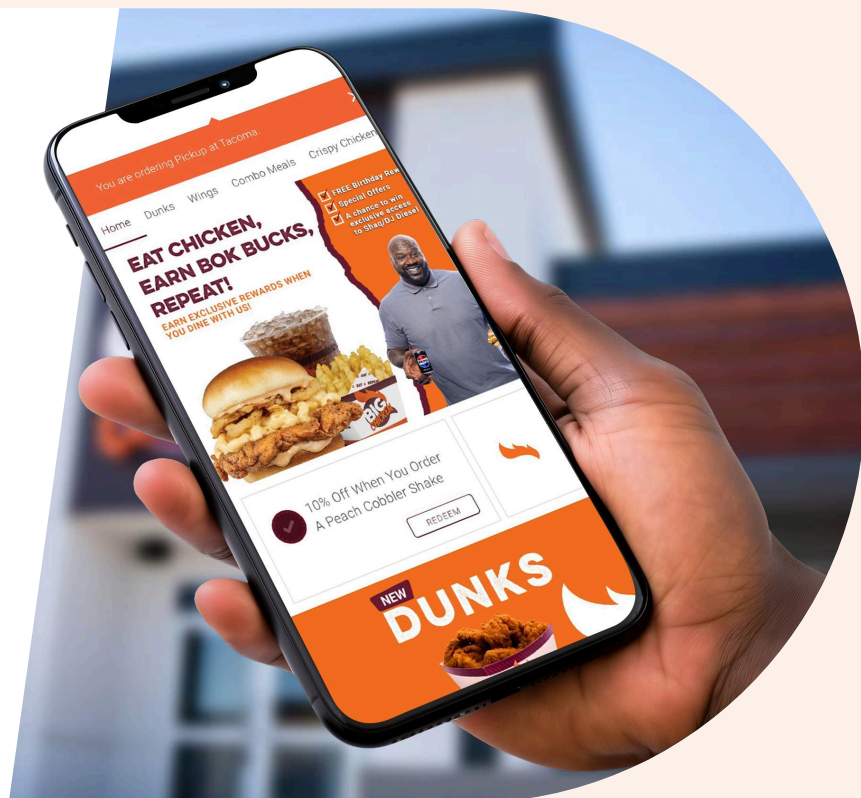
Locations:
46
as of 2024 plans to scale to 275 by 2029

Launched with Thanx:
March 2024

Full Loyalty Revamp:
September 2024

"Thanx has redefined how we connect with our guests, delivering a seamless digital experience and measurable business impact. With a 40% surge in app sales and a 23% lift in web-based digital sales, our enhanced app and sophisticated loyalty program are driving both guest engagement and revenue growth."

Joshua Sims, Senior Head of Marketing



THANX + BIG CHICKEN

Big Chicken, co-founded by Shaquille O'Neal, is redefining the fast-casual chicken experience. The brand, known for its massive, flavor-packed sandwiches, has grown rapidly, expanding from **46 locations in 2024** to a **projected 275 locations by 2029**. Unlike legacy brands that rely on regional saturation before scaling, Big Chicken enters new markets cold—creating demand from scratch every time they open a store.

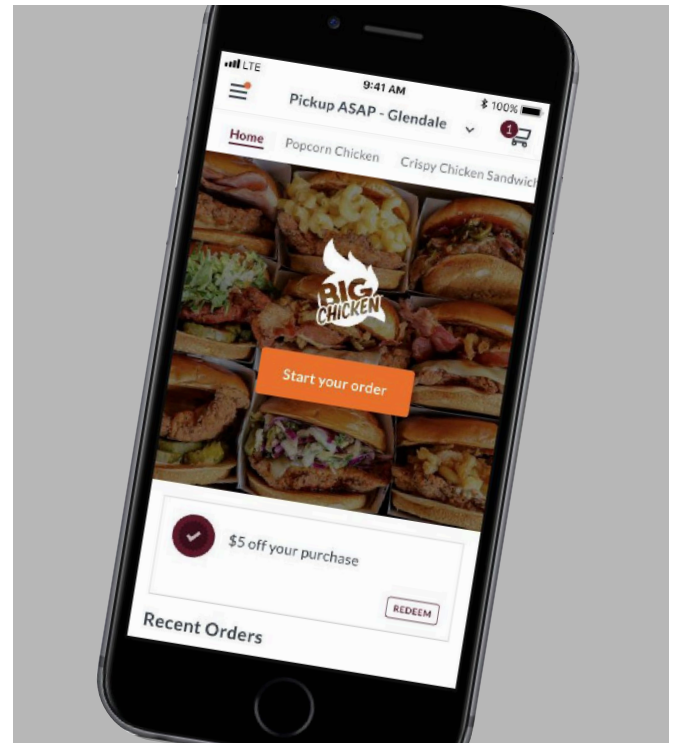
The challenge? Their digital experience wasn't keeping up with their ambitious growth. Despite having an app and loyalty program, engagement was stagnant. Customers were signing up, but there was no consistent communication, no activation strategy, and no incentives driving repeat visits. As a result, first-party digital sales lagged at just 11% of total revenue, leaving significant revenue on the table.

The Challenge

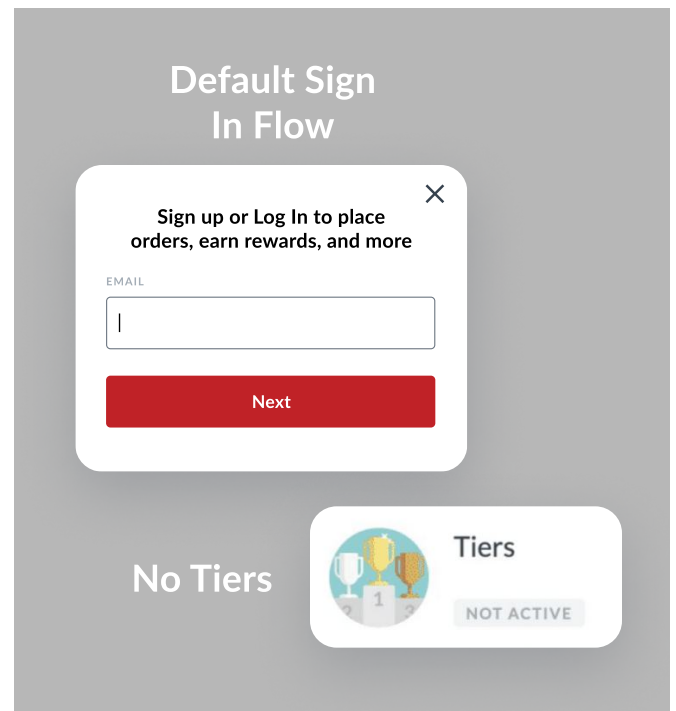
Before leveraging Thanx, Big Chicken faced significant hurdles:

- **Limited first-party digital sales** – At launch, digital sales represented only 11% of revenue, with a heavy reliance on in-store transactions.
- **Unengaged loyalty base** – The brand had successfully acquired app users but wasn't driving engagement or repeat purchases.
- **Inflexible digital experience** – Their existing loyalty structure lacked customization and meaningful incentives to foster engagement and long-term loyalty.

By September 2024, Big Chicken revamped its digital experience, fully leaning into Thanx's content management system that allows fine-tuned app customizations, without cost or development cycles, right within the Thanx platform.



Home Screen before. Used default fonts. Experience didn't draw the eye to a particular area (program benefits, LTOs, etc.)

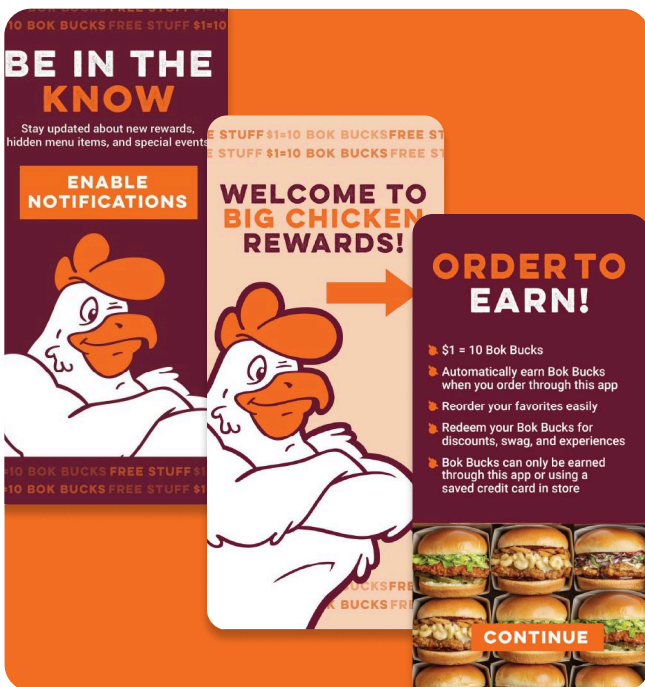


The Solution

“Thanx has transformed how we engage with our guests. From elevated app design to sophisticated loyalty tiers, our new digital experience is a game-changer.”

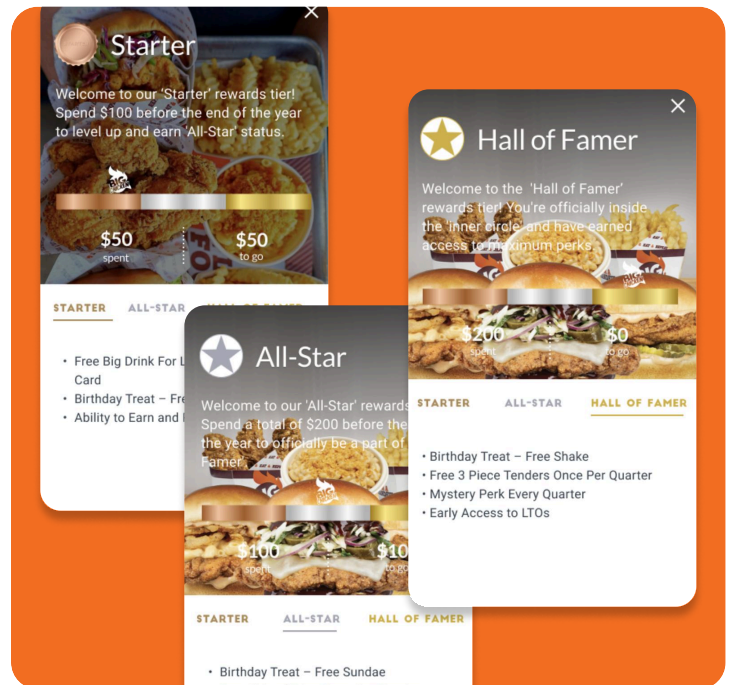
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Big Chicken turned its loyalty program into a revenue driver with Thanx.



Updated Onboarding Flow: New flow with clear communication of loyalty benefits.

Updated Tiers



Digital Experience Overhaul

- Created a **onboarding flow** to improve sign-up and drive immediate engagement.
- Introduced **basketball-themed loyalty tiers** —“Starter”, “All-Star”, and “Hall of Famer”— designed to gamify engagement and maximize retention.
- Implemented **quarterly rewards and mystery perks** to encourage frequent visits.
- Enhanced the **digital ordering interface** for a more seamless experience.

Program Implementation

- Launched **personalized lifecycle marketing communications** to keep members engaged.
- Introduced **push notifications** reminding users of their benefits.
- Offered **app-exclusive rewards** to drive adoption of the mobile app and habitual engagement.
- Used **real-time data insights** to optimize campaign performance.

Results

Since implementing these changes:



40%

growth in app revenue, 23% in revenue from web



11% → 25%

Digital % of total revenue (in 6 mo)



24%

increase in activation, driving measurable lift in repeat visits

Big Chicken's story is a testament to how an agile, modern platform with self-service, customizable apps can turn digital channels into a powerful revenue engine with minimal cost.

Conclusion

Big Chicken's ability to scale its loyalty and digital sales so quickly would not have been possible with a legacy platform. Changes would have required months app development just to implement basic features.

Instead, with Thanx, Big Chicken iterated rapidly, deploying a fully customized, high-engagement loyalty program and digital experience in just a few weeks. As the brand continues its aggressive expansion, Thanx provides the agility and data-driven insights necessary to sustain momentum and drive profitable digital growth.



Homepage update: Elevated their brand story and reinforced the benefits of joining the exclusive club.

