MIGRATION SUCCESS STORY

CASE STUDY: OAK FOREST BOWL

PRIOR TO MIGRATION

Oak Forest Bowl chose an inferior, cheaper loyalty platform through their credit card processor instead of selecting ours in 2012. That decision proved regretful and costly to the merchant. Despite the fact Oak Forest registered 3000 patron accounts, only 739 of the 3000 had any data and of the 739, only 25% completed a meaningful registration profile with the other 75% often providing only a first name and mobile phone number. And of the profiles that included mobile numbers, roughly 1/3 provided no area code! The level of transaction activity and patron engagement proved more miserable than the quality of the data. In this case the customer had to spend $100 to receive their first reward of $5. As we would expect, only 76 of patrons had a reward balance greater than $5.00 with the vast majority at 0 transactions and 0 balances. In short, the program was a complete failure in collecting data, lifting sales and providing meaningful ROI.

AFTER MIGRATION

After 18 months on the legacy platform, Oak Forest Bowl contacted us for help and we migrated their existing database which allowed clerks to immediately process any transaction off the patron's mobile phone number in a manner that was seamless to employees. Oak Forest then began advertising a new keyword we setup so their customers could text "ofbowl" to 55678 and register a complete profile to earn a $5 reward bonus that expired after 1 year. Backed by a fresh new loyalty marketing engagement strategy that included cash reward bonuses on birthdays and holidays plus 5% cash back rewards Friday through Tuesday and 20% cash back rewards Wednesdays and Thursdays, patrons started engaging and the loyalty strategy began turning around as evidenced by the results:

MIGRATION RESULTS—JUST AFTER 60 DAYS (NOVEMBER / DECEMBER 2014)

Transaction Summary	Volume	Count	Total Activity
Total Sales	$29,495.68	1989	$29,495.68
Remittance	$28,088.62	1787	$28,088.62
Earned Rewards	$1,631.61	1778	$1,631.61
Load Rewards	$4,037.27	1353	$4,037.27
Redeem Rewards	$1,163.04	187	$1,163.04
Load Games	275	3915	275
Redeem Games	36	21	36
Total Transactions		**7282**	
Unique Customers		**1194**	

Keith Tadevich, Owner

"The switch over was seamless and we easily saw how much more robust this solution was than our past loyalty provider. We should have went with this platform in the first place as we would have a lot more data on our customers today."