

# COFFEE CLUB MEMBERSHIP

## CASE STUDY: RIDLEY'S BAKERY CAFE

### OVERVIEW OF COFFEE CLUB

Ridley's Bakery Café of Troy, Michigan, uses our system for gift and loyalty but recently took advantage of the Memberships module to create something you won't ever see at Dunkin' Donuts or Starbucks. The Ridley's Coffee Club, priced at \$39.95 per year, gives members 1 free medium cup of coffee per day. Every day. That's 365 cups of coffee loaded on the member's loyalty account with a programmed limit of 1 coffee redemption allowed per day. Members also receive a \$5 activation bonus in addition to \$5 reward bonuses on their birthday and anniversary. The membership gets people in the door like no other form of advertising and people pay for the privilege to return more frequently. Retail genius.

## DRINK TO YOUR HEALTH RIDLEY'S COFFEE CLUB MEMBERSHIP



- Get 365 Medium Coffees Pre-Loaded on your card. Good for one per day EVERY day of the year. Just \$10 more per year get a FREE refill every day too!
- The more you drink the better you feel, so drink coffee with every meal! Join the **RIDLEY'S COFFEE CLUB** today and Drink To Your Health!

### MEMBERSHIP PERFORMANCE METRICS

Coffee Club Memberships Sold: 174

Total Membership Revenue @ \$39.95: \$6,951.30

Total Sales from Coffee Club Members: \$91,950.05

**That's an average of \$813.72 per Coffee Club Member**

Free Coffee Breakage: 61.8%

Number of Non-Coffee Club Members: 3,790

Total Sales From Non-Coffee Club Members: \$590,685.65

**That's an average of \$155.85 per Non-Coffee Club Member**

**522%**  
higher avg. sales  
over non-members



*Karl Kornack, Owner*

*"The membership program has driven more traffic through my door than any other advertising media I have ever used. We see our customers more often and the Coffee Club members are spending way more on average than regular loyalty members."*

\* Data displayed as of 12/31/2014