



## Clean Eat Achieves Major Increase in Customer Retention by Partnering with Fivestars by SumUp

### RESTAURANT LOYALTY CHALLENGES

- No loyalty platform to support growing franchise brand
- Inability to capture first-party customer data and insights
- Lack of effective CRM tools for communicating with customers

### RESTAURANT LOYALTY GOALS

- Multi-channel loyalty program that's configurable to the needs of a multi-unit franchise system
- Centralized customer data & insights that are easily actionable
- Increased customer retention & visitation

### RESTAURANT LOYALTY SOLUTIONS

- Fivestars Pay + Loyalty + Omni-Channel CRM
- Clover POS & Bbot Online/Mobile Ordering integrations
- Custom-built Enterprise Analytics via Tableau



"I love the **Fivestars** system. We are extremely happy with it. We replaced our old rewards SOP with this and **haven't looked back**. Having the ability to run promos, reach your target audience *at any time*, and really **focus on customer retention** is *very valuable*."

— Don Varady, Clean Eat Founder & CEO

# 49%

Loyalty Rate  
All-Time

# 2.2

Addl. Customer  
Visits per Year

# 68x

Gross ROI  
All-Time





Gong cha

## Gong cha Partners with Fivestars by SumUp to Build Unified Customer Experience & Power North American Expansion



### RESTAURANT LOYALTY CHALLENGES

- Aging POS-based loyalty program with very limited adoption
- Limited customer targeting & ineffective CRM tools
- Lack of system integrations leading to inconsistent CX

### RESTAURANT LOYALTY GOALS

- Drive significant enrollment
- Achieve data-driven customer insights and segmentation
- Direct targeted campaigns via SMS to customers leveraging data to increase response rates
- Unified in-store/out-of-store CX

### RESTAURANT LOYALTY SOLUTIONS

- Fivestars Pay + Loyalty Hardware w/ API Integration
- Fivestars Autopilot lifecycle campaigns and Unlimited SMS Promotions w/ advanced targeting
- API integration w/ mobile & online platforms
- Custom-built Enterprise Analytics via Tableau



“Halfway through development, we quickly realized that *it would be impossible* to build a **comprehensive loyalty program** completely in-house without working with a company like Fivestars that **has the experience** and that *really knows what they are doing 24/7*. Their platform has been **essential to our ability to grow** as a brand this past year.”

— **Anchal Lamba**, President, Gong Cha NY

**47%**

Loyalty Rate  
All-Time

**3x**

Avg. Increase in  
CLTV

**20x**

Gross ROI  
All-Time





# La Michoacana Premium Delivers Sweet Rewards to Customers via Fivestars by SumUp

## RESTAURANT LOYALTY CHALLENGES

- Seasonality of their business resulting in slow periods
- Language barriers creating challenges selling loyalty program
- Lack of powerful marketing tools to drive increased visits & retention

## RESTAURANT LOYALTY GOALS

- Increase loyalty program adoption
- Leverage database & CRM tools to drive visitation during slow months
- Automate personalized messaging campaigns to increase retention

## RESTAURANT LOYALTY SOLUTIONS

- Fivestars Pay + Loyalty in-store experience to automate signups
- Fivestars Autopilot lifecycle campaigns and Unlimited SMS Promotions w/ advanced targeting
- Seamless POS integration



Like *many brands* operating in the desserts industry, **La Michoacana Premium's** business is highly seasonal – where the warm summer months are “high-tide,” but are followed by lean periods in the **colder winter months**. They needed a solution that would help them amass a *large* customer database to engage with promotional offers during these times. With Fivestars they've done *just that* – **significantly increasing their loyalty rate** and individual customer spend, and delivering a **13x ROI** in only a handful of months.

**52%**

Loyalty Rate  
All-Time

**\$67**

Increase in Per  
Customer LTV

**13x**

Gross ROI  
All-Time





## Palmetto Moon Leverages Industry-Best Loyalty Engagement to Fuel National Growth Strategy

### RETAILER LOYALTY CHALLENGES

- Challenge ramping up significant loyalty enrollment
- Limited customer targeting & ineffective CRM tools

### RETAILER LOYALTY GOALS

- Drive significant enrollment
- Increase visit frequency and CLTV
- Direct targeted campaigns via SMS to customers during local events (ie. college football games)

### RETAILER LOYALTY SOLUTIONS

- Fivestars Loyalty + Customer Touchscreen Sign Up
- Fivestars Autopilot lifecycle campaigns and Unlimited SMS Promotions w/ advanced targeting
- Receipt-based POS semi-integration
- Custom-built Enterprise Analytics via Tableau



Originally founded as a destination for consumers in and around Charleston, SC to buy fan apparel from local universities off-campus, **Palmetto Moon** has since *rapidly expanded* to 36 markets across the southeastern United States. With a business model centered around **curating unique experiences of local relevance**, having the tools to understand and *easily connect* with customers has been essential to their success. Fortunately, Fivestars has helped Palmetto Moon engage **over 70% its customers via loyalty**, empowering the brand to execute its growth strategy with *great efficiency*.

77%

Loyalty Rate  
All-Time

30%

Increase in Visit  
Frequency

55x

Gross ROI  
All-Time







## Prime Thrift Leverages World-Class Loyalty Engagement & Deep Customer Insights to Amplify Power to Do Good

### RETAILER LOYALTY CHALLENGES

- Aging POS-based loyalty program with very limited adoption
- Limited customer targeting & ineffective CRM tools

### RETAILER LOYALTY GOALS

- Drive significant enrollment
- Achieve data-driven customer insights and segmentation
- Direct targeted campaigns via SMS to customers leveraging data to increase response rates

### RETAILER LOYALTY SOLUTIONS

- Fivestars Loyalty + Customer Touchscreen Sign Up
- Fivestars Autopilot lifecycle campaigns and Unlimited SMS Promotions w/ advanced targeting
- Receipt-based POS semi-integration
- Custom-built Enterprise Analytics via Tableau



“Fivestars is a *really* easy to use platform. **Our customers love it**, and all of our cashiers and store managers feel *extremely comfortable* using it. Fivestars’ customer service has also been **wonderful to work with**, helping us to understand and take action on newfound **wealth of data**.”

— **Jessica Kane**, Marketing Manager

**81%**

Loyalty Rate  
All-Time

**1.1**

Addl. Customer  
Visits per Year

**63x**

Gross ROI  
All-Time



# Goodwill OC Makes Customer-First Digital Transformation to Support Deeper Connections & Power Missional Outcomes

## RETAILER LOYALTY CHALLENGES

- Untargeted and untrackable marketing campaigns
- Inability to consolidate customer data & achieve meaningful insights
- Outdated & inefficient donations program

## RETAILER LOYALTY GOALS

- Launch a modern digital rewards program & drive significant customer adoption
- Expand and centralize customer data to support strategic insights
- Deliver better donor experience by digitizing donations process

## RETAILER LOYALTY SOLUTIONS

- Fivestars Loyalty + Customer Touchscreen Sign Up
- Custom-built Digital Donations App w/ Integrated Loyalty Sign-Up
- Custom-built Enterprise Analytics via Tableau + Data Warehouse Enrichment via Snowflake



“They’ve been a *real pleasure* to work with – I’m happy to see that **everything that was promised** to us by Fivestars has happened. A *lot* of vendors oversell their technology, but in this case, **everything worked** just as described.”

— Phillip Runnels, Goodwill OC CTO

58%

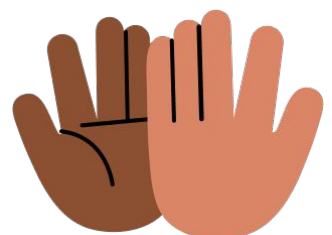
90 Day Active User Rate

1.5

Addl. Customer Visits per Year

4.4%

Avg. Promotion Conversion Rate





# SUPERCUTS®

## Strong Customer Participation & Personalized SMS Messaging Help Supercuts Buzz the Competition

### SALON & SPA LOYALTY CHALLENGES

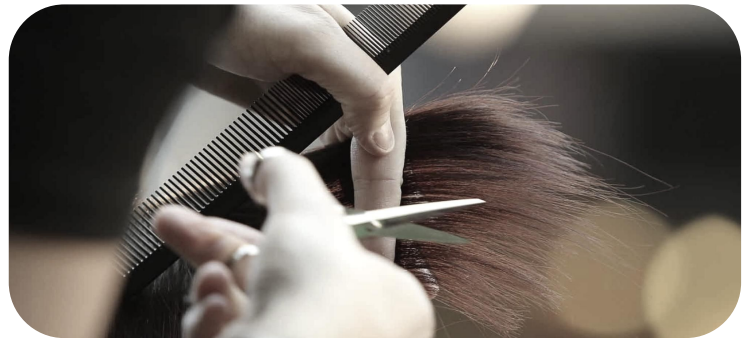
- Aging POS-based loyalty program with very low customer participation
- Limited customer targeting & ineffective CRM tools (email only)

### SALON & SPA LOYALTY GOALS

- Drive significant enrollment
- Achieve data-driven customer insights and segmentation
- Direct targeted campaigns via SMS to customers leveraging data to increase response rates

### SALON & SPA LOYALTY SOLUTIONS

- Fivestars Loyalty + Customer Touchscreen Sign Up
- Fivestars Autopilot lifecycle campaigns and Unlimited SMS Promotions w/ advanced targeting
- Receipt-based POS semi-integration
- Custom-built Enterprise Analytics via Tableau



“We’ve tried *multiple loyalty solutions* over the years. **Fivestars’ customer service** has been *impeccable since day one*, and the customer engagement aspect of the their platform is **truly unparalleled.**”

– **Joe Robinson**, *Supercuts Executive Council*

54%

Loyalty Rate  
All-Time

7x

Lift in Customer  
Return Rates

10x

Gross ROI  
All-Time

