

# Restaurant Loyalty & Rewards With Online Ordering

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**An effective restaurant loyalty program can easily increase your average loyal clients from 15% to 50%.**

You might think that your percentage is already better than that. Well... think again, cause others had a similar false sense of security as well. A study performed by NRA (National Restaurant Association, US) on restaurant owners indicate that they believe 60% of their customers are loyal. But after analysing the credit card transactions it was concluded that only 15% of customers could be considered frequent buyers.

NRA also states that this is much lower than the average percentage in similar industries with high frequency and stiff competition. Why is this happening? Probably this has to do with the low margins and little knowledge around how to invest in effective online and offline marketing activities.

## Why should loyal customers be important to you?

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- Loyal clients are affordable. It is six times harder to attract new customers than to please your loyal consumers.
- Loyal clients bring more money. Loyal consumers spend 5% more than non-loyal customers. Loyal consumers visit your restaurant 20% more times than non-loyal customers.
- Loyal clients bring more people. 82% of loyalty program members referred at least one person to their program. 42% of loyalty program members referred to four or more.
- Loyal clients are the last leaving. When things get tough your loyal ones may be your only escape plan. They may continue to order from you for a while even if things are not as good as before so they can help you survive a crisis situation. More importantly, they constantly give you feedback on things you can improve.

It's time to dig deeper into the little settings that the marketing and promotions module offers, in order to create more segmented promotions for various types of clients. Here are some examples that can be configured in the marketing section of your online ordering account accessible by visiting [www.ebsorders.com](http://www.ebsorders.com)

[PROMOS BASED ON CONDITIONS](#)

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## PROMOS BASED ON CONDITIONS

If you want to replicate online the idea of a punched card promo (e.g. “order from us 5 times to get a free coffee”) you may use this “multiple of” condition over your deal idea:

6 Choose which clients can benefit from this promo deal Next

Any client, new or returning (Default)

New clients only

**Only returning clients**

**Client's with a certain number of orders**

Not relevant (Default)

**Custom selection** This promo will be shown only when all added conditions are met.

Total orders  Multiple of

**Client's total order amount**

**Not relevant (Default)**

Custom selection

**Client's last order**

**Not relevant (Default)**

Custom selection

## CUSTOMER SPECIFIC COUPONS

You may surprise unhappy clients and win them back with special “let’s make up” deals...available only for them:

- You can use the promo templates to create a “\$Xoff” coupon code deal, (whereas the coupon code can be even the client name), hidden from standard view and with “client can use it only once” property.

6 Choose which clients can benefit from this promo deal

7 Decide how this promo deal is redeemable (Allow this once per client, show it only to coupon holders) Next

Show on menu (Default)  
All eligible clients can see this on the menu.

**Hide from menu**  
Only clients that inserted a coupon code or came via a special URL link can see this.

**Only once per client**  
Allow this promo deal to be redeemed only once per client. Once a client uses this promo it will not be shown to this client any longer.

Limited stock  
Allow this promo deal to be used until it will reach the limit set below:

8 Set a coupon code

7 Decide how this promo deal is redeemable (Allow this once per client, show it only to coupon holders)

8 Set a coupon code Next

**Set a coupon code for this promo deal:**

Auto generated (Default)

**Custom**

Between 5-10 characters.

In most cases clients will be able to pick the promo deal directly from the menu without a coupon code.

Coupon codes are used most successful when printed on flyers.

You may consider marking this promo as "Hide from menu". This way only clients who know the coupon code can unlock this promo.

9 Set promo deal overlapping or exclusion rules (Optional)

## MAKE UP FOR MISSED ORDERS

If you want to “make up” to the clients with missed or rejected orders...you can create a promo deal exactly for that (e.g. x% off on your order if your previous order was missed or rejected)

**6 Choose which clients can benefit from this promo deal** Next

Any client, new or returning (Default)

New clients only

**Only returning clients**

**Client's with a certain number of orders**

**Not relevant (Default)**

Custom selection

**Client's total order amount**

**Not relevant (Default)**

Custom selection

**Client's last order**

Not relevant (Default)

**Custom selection**

Accepted  Rejected  Missed

This promo will be shown only when all added conditions are met.

Try various things, try new things, change fast, change often and see what works best for your business. We can only hope you'll share back with us your most successful findings soon.