



## CHANNEL LOYALTY CASE STUDY

# Sales soar with rewards for restaurant customers

Augeo helps one of America's leading food distributors to drive customer acquisition, retention, purchase volume and purchase frequency while acquiring powerful customer insights.



## Challenge

Offer a compelling high-value, points-based rewards program to encourage profitable behaviors and increase customer retention.



## Solution

Industry-leading cash rewards loyalty program for independent restaurant customers of our client.

- **Flexible rewards:**  
Point values can be easily adjusted to emphasize and prioritize certain brands to align with corporate sales objectives
- **Tiered earnings:**  
Incentivize customers to purchase more in order to earn more at the multiplied rates available in segmented tiers
- **Meaningful value:**  
Customers convert their points to cash in the form of a debit card or rebate check

## Results by the numbers

↑ **7.5%**

Sales penetration for customers enrolled in our program (45.1%) is 7.5% higher compared to those not enrolled in the program (37.6%)

**\$.45**

of every \$1.00 spent with our client's customers is on our products

↑ **\$144k+**

YTD, customers have spent an average of \$144K+ more than non-customers (\$232,780 vs. \$88,704)—over 2.6x more revenue per customer

**Talk to our experts to see how Augeo can grow your business**