

CASE STUDY

How TGI Fridays Increases Customer Loyalty Through Personalized Text Messaging



TGI Fridays, the original casual dining bar and grill, offers authentic American food and legendary drinks, served with genuine personal service. Bringing people together to socialize and celebrate the freeing and fun spirit of “Friday” was the concept's founding premise.

CHALLENGE

Understanding that every consumer has a preferred channel, TGI Fridays was interested in offering SMS to consumers who wanted to connect via their mobile device but weren't interested in engaging on email or a mobile app. After a poor experience with another text message marketing solution many years ago, TGI Fridays needed a partner that was highly invested in compliance and knew best practices.

SOLUTION

TGI Fridays partnered with Attentive to engage their mobile audience via personalized text messaging. To increase diner loyalty, the brand invites subscribers to sign up for TGI Fridays' rewards program. They also share special offers and announce new menu items to increase order frequency.

34.3%

welcome offer redemption rate

2x

SMS subscriber growth in one month compared to loyalty program

62%

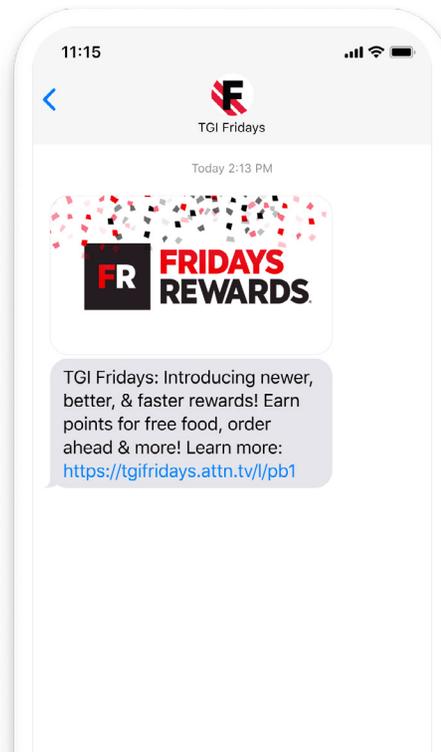
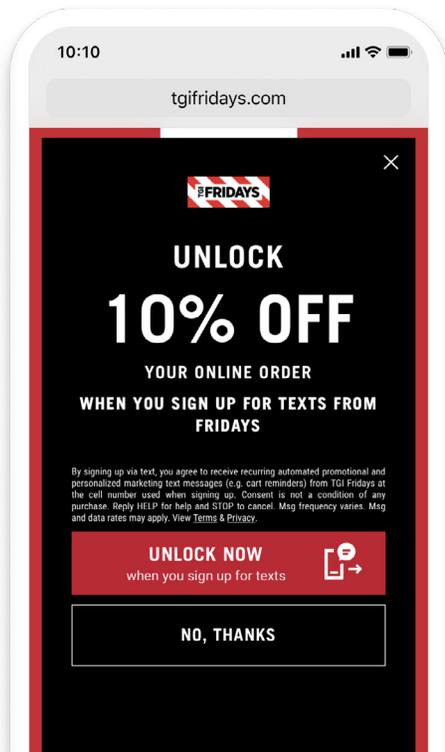
subscriber growth over three months

STRATEGY

TGI Fridays drives opt-ins for their personalized text messaging channel using Attentive’s “two-tap” sign-up creatives on their mobile website, as well as a sign-up unit on their desktop website. Built with compliance in mind, these sign-up units designed by the Attentive team empower the brand to quickly and confidently grow their list of SMS subscribers.

Knowing that diners who choose to connect with them via text message are highly engaged, TGI Fridays leverages their SMS channel for loyalty. To drive opt-ins to their “newer, better, and faster” loyalty program, the brand sends subscribers a text message explaining the different ways they can earn points. TGI Fridays includes a playful GIF to catch subscribers’ eyes and a direct link to sign up.

Loyalty also informs TGI Fridays’ segmentation strategy. The casual dining brand rewards subscribers who have ordered at least once in the past 60 days with exclusive offers and perks, such as a free dessert to enjoy with their entree. This segmentation strategy increases the brand’s ROI.



RESULTS

Within a month of launching their text messaging program, TGI Fridays grew their SMS subscriber list to more than two times the size of their loyalty program. “Text message marketing is an integral part of our overall communication strategy—it’s more than just a standalone channel,” Guzman-Briley said.

Engaging subscribers on their preferred channel has driven strong results, including growing their list of SMS subscribers by 62% in just three months. These subscribers are engaged from the get-go, driving a 78.4% click-through rate on their welcome message and a 34.3% welcome offer redemption rate.

“Our loyalty program is really popular among our audience. Our initial goal when launching our text channel with Attentive was to gather as many new SMS subscribers as our existing loyalty users. In the first month, we did double. I knew right off the bat that we were going to have a successful program.”

“Our opt-in and participation rates are high while our opt-out rates are very low. Our messaging is original and engaging, which makes our conversion rate the highest I have seen in a digital channel.”



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