



CASE STUDY

Flower Child

Through partnering with Thanx, Flower Child created a dynamic loyalty program that rewards healthy lifestyle choices, resulting in increased repeat visits and higher average order values.

Industry:

Upscale Fast-Casual

Locations:

33 locations and growing

Launched with Thanx:

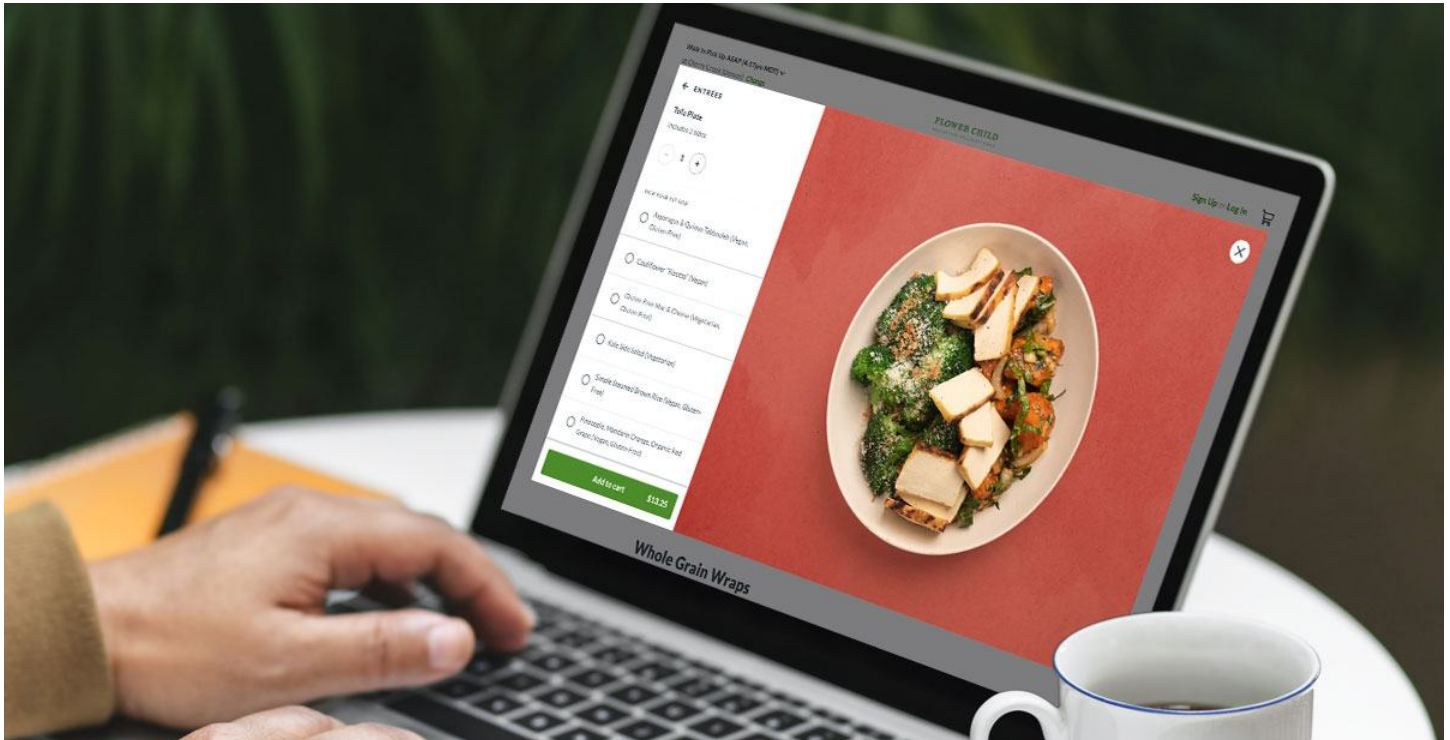
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Before choosing Thanx, we thoroughly evaluated top-tier programs, including those of Starbucks and Sweetgreen, and engaged with every loyalty provider in the market. We contemplated investing millions in the most costly solution, but it offered nothing beyond what Thanx already provides. We couldn't be happier with our decision."

Anita Walker, CMO

Fox Restaurant Concepts





Flower Child, a leading health-oriented, fast-casual dining brand within the Fox Restaurant Group and part of the esteemed Cheesecake Factory portfolio, sought to deepen customer loyalty and expand its market presence. The brand initiated a strategic overhaul of its loyalty program to enhance engagement with existing customers and seamlessly grow into diverse new communities across the nation.

Transition Challenge

Flower Child faced several hurdles with their previous loyalty system:

- **Engagement:** Fewer than 10% of loyalty members made more than three purchases, resulting in lost revenue from failure to convert first-time visitors to loyal customers.
- **Data and Control:** A significant portion of digital orders came through third-party platforms, resulting in lost profits and limited control over customer data.
- **Revenue Impact:** Less than 10% of revenue was influenced by the loyalty program.
- **Technology Issues:** Issues with hardware and technology led to customer frustration and staff reluctance to promote the program.

“Our previous program gave away too many discounts without demonstrating any real return on our investment. It was costly and our customers and our staff were frustrated. We should have changed our loyalty program two years ago.”

Anita Walker, CMO, Fox Restaurant Concepts

Solution

By partnering with Thanx, Flower Child achieved remarkable improvements:



ACTIVE MEMBER GROWTH

350%

growth in active membership after just five months.



SIGN-UPS

1600+

sign-ups per location per month, with more than 80% being net new customers.



MEMBER ACTIVATION

77%

Transitioned 77% of previous program active members to Thanx loyalty program in the first 90 days.



TOTAL ENROLLMENT

218K

additional members joined in the first 90 days.

To achieve these impressive results, Flower Child rolled out a new app and web-based ordering and loyalty program with Thanx. The new program is significantly more user-friendly, offering an intuitive interface that makes it easier for customers to place orders and enroll. Enhanced features included personalized offers and rewards, automated purchase tracking, and one-click reordering and reward redemption. This strategic overhaul was not just about adding functionality; it was about enhancing the guest experience while optimizing data capture to improve marketing ROI.

The new program was promoted through targeted marketing campaigns, leveraging social media, web and email, and in-store visibility including easel signs in front of each location, and the restaurant's digital menu boards, to raise awareness and drive adoption. Special incentives were offered to first-time and converted users, and the sign-up process was streamlined to reduce barriers to entry.

To ensure a smooth transition, Flower Child prioritized clear communication to their existing loyalty members. Thanx facilitated a seamless migration of customer data — ensuring all existing rewards and credits were preserved.



Customer Feedback

Early users shared feedback highlighting the ease of the transition, with many appreciating the intuitive design and enhanced features of the new app. The seamless data integration allowed customers to continue enjoying their benefits without interruption, which built trust and satisfaction.

"Our smooth transition to Thanx was essential in maintaining trust and loyalty among our customers. It demonstrates our commitment to improving their experience continuously."

Anita Walker, CMO, Fox Restaurant Concepts

Encouraged by the successful transition and positive customer feedback, Flower Child plans to leverage these insights to continue enhancing the loyalty program. Upcoming updates will focus on personalizing customer interactions even further and expanding reward options to reinforce customer engagement.



Want to increase your cart conversion with Thanx's industry-leading digital ordering experiences?

Talk to the loyalty experts at Thanx.

[Schedule a demo](#)

