Thanx

CASE STUDY

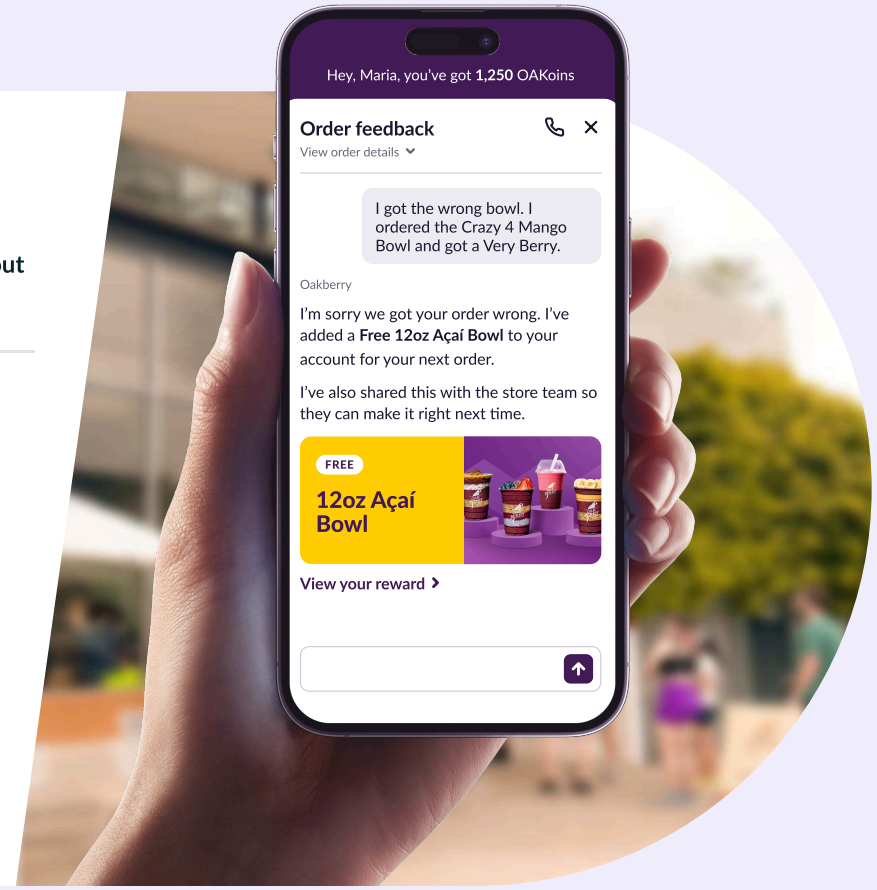
Oakberry Case Study

How Oakberry Drove a 35% Lift in Retention and 3.7x ROI by Automating Guest Recovery with RecoveryAI

Industry:
Fast Casual / Superfood Café

Locations:
54 U.S. locations

Launched RecoveryAI:
September 2026



3.7x
Return on Investment (ROI)

+35%
Lift in retention

96%
Resolved without a manager

"I think the AI gives less in discounts and refunds to customers compared to us humans. From a financial perspective, it will benefit us in the long term."

Juan Rodriguez, Digital Lead, Oakberry



Background

Oakberry brings Brazilian açaí bowls and smoothies to guests across 54 U.S. locations, most of them company-owned. Digital sales represent an important revenue stream for its locations, and every U.S. store runs its loyalty program on Thanx. In 2026, Oakberry made its first-party channel the company's top priority.

Juan Rodriguez, Digital Lead, owns everything digital for the U.S. business, from the POS and delivery apps to the loyalty program. Oakberry is run by its operations team, so new technology has to earn its place by making life easier in the stores.

> “It was tedious work. My email was getting filled up with negative feedback all the time.”
>
> **Juan Rodriguez**, Digital Lead, Oakberry

The Challenge

Oakberry didn't have a recovery problem so much as a workload problem. Guest complaints arrived by email, and for a few months they went to the inbox of someone who had left the company.

When Rodriguez redirected them to himself, he built a manual process. He, the district managers and the operations managers split the cases: read the complaint, look up the guest in Thanx, decide on a refund and email the guest.

Each case took 15 to 20 minutes, and up to an hour for district managers on the road. Cases took about two business days to resolve, and to make sure guests came back, the team usually refunded the whole order, often $25 to $30, or gave 2,000 loyalty points.

The Solution

RecoveryAI answers a guest as soon as they give a digital order a thumbs-down, finds out what went wrong and offers a make-good within limits Oakberry sets. Cases that need a person go to a manager. Rodriguez brought it to the operations leaders, and a trial credit covered the pilot.

Strategy and Implementation

Fast Decision

Oakberry approved the pilot in days, and a trial credit covered the cost.

Random Pilot Stores

Two or three company-owned stores in each of Oakberry's three largest markets, chosen at random rather than by traffic.

Brand-Set Reward Limits

Oakberry set the limits on what RecoveryAI could offer, starting with rewards of up to $40 off and free items.

Tuned in the First Weeks

When a few rewards ran larger than the team wanted, Rodriguez lowered the limits.

Managers in the Loop

Cases that needed a person went to a manager, who could see the full case and the guest's history on one screen.

RecoveryAI Spends Less Than the Team Did by Hand

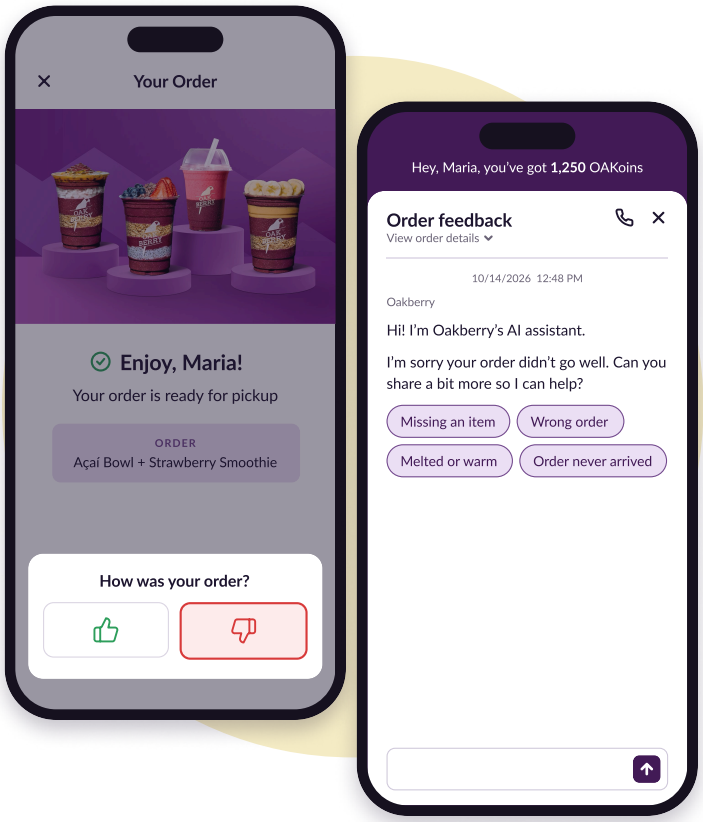
With the new limits, RecoveryAI typically offers $3 to $5 off or a free açaí bowl, a fraction of the full-order refunds managers used to give. **Recovered guests' return purchases have generated 3.7x what RecoveryAI cost.**

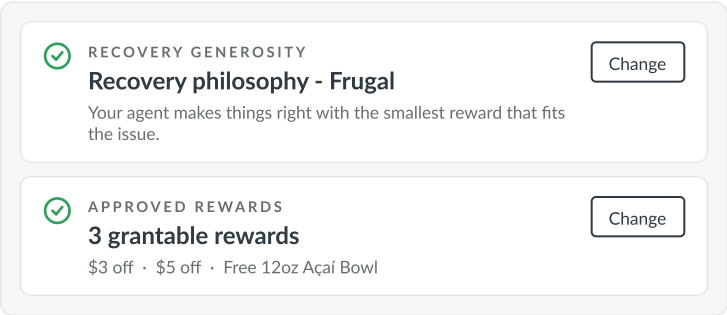
> "Once that change happened, we started seeing results. The agent is now giving $3, $5 or a free bowl, versus the full refunds of $25 or $30 we used to give."
>
> **Juan Rodriguez**, Digital Lead, Oakberry

Unhappy Guests Come Back as Often as Happy Ones

Within 14 days, 73% of guests rewarded by RecoveryAI came back, compared with 54% at locations without it, **a 35% lift in return visits.** Rewarded guests came back as often as guests who rated their order a thumbs-up.

> "I know customers are happy, because they are coming back."
>
> **Juan Rodriguez**, Digital Lead, Oakberry





Oakberry's RecoveryAI reward settings in the Thanx dashboard (illustrative)

Managers Back in the Stores

RecoveryAI has resolved **96% of cases on its own**, without a manager stepping in. Fewer complaints now reach the team's inboxes, and when one does, managers see the full case and the guest's history on one screen.

> "It definitely saves our district managers admin time. A single case could take up to an hour, and they want to be solving more important issues."
>
> **Juan Rodriguez**, Digital Lead, Oakberry

Looking Ahead

Oakberry is now expanding RecoveryAI to more locations, with plans to bring it to every company-owned store and then to its franchisees. When it presents RecoveryAI to franchisees, the team plans to focus on the recovery rate, the cost and the time it saves.

> "When you split the cost across the days it's been on and the number of stores, it doesn't seem high. It will save us a ton in the long term."
>
> **Juan Rodriguez**, Digital Lead, Oakberry

Results

3.7x
RETURN ON RECOVERYAI COST

+35%
LIFT IN 14-DAY RETURN VISITS

96%
OF CASES RESOLVED WITHOUT A MANAGER

In its first six weeks, RecoveryAI gave Oakberry a faster, cheaper way to win back unhappy guests. Recovered guests' repeat purchases returned **3.7x what RecoveryAI cost**, and rewarded guests came back at a **73% rate within 14 days, compared with 54%** at locations without it.

Conclusion

By moving guest recovery from a shared inbox to RecoveryAI, Oakberry took hours of manual work off its operations team each week and replaced full-order refunds with smaller, targeted rewards. Guests who had a bad experience now come back as often as guests who had a good one, and **every dollar spent on RecoveryAI has come back 3.7 times over**.

