Thanx

CASE STUDY

Rotolo's

From Two-Day Replies to Three Seconds: How Rotolo's Lifted 30-Day Return Visits from 44% to 54% with RecoveryAI

Industry:
Casual Dining (Pizza)

Locations:
38

Launched RecoveryAI:
September 2026

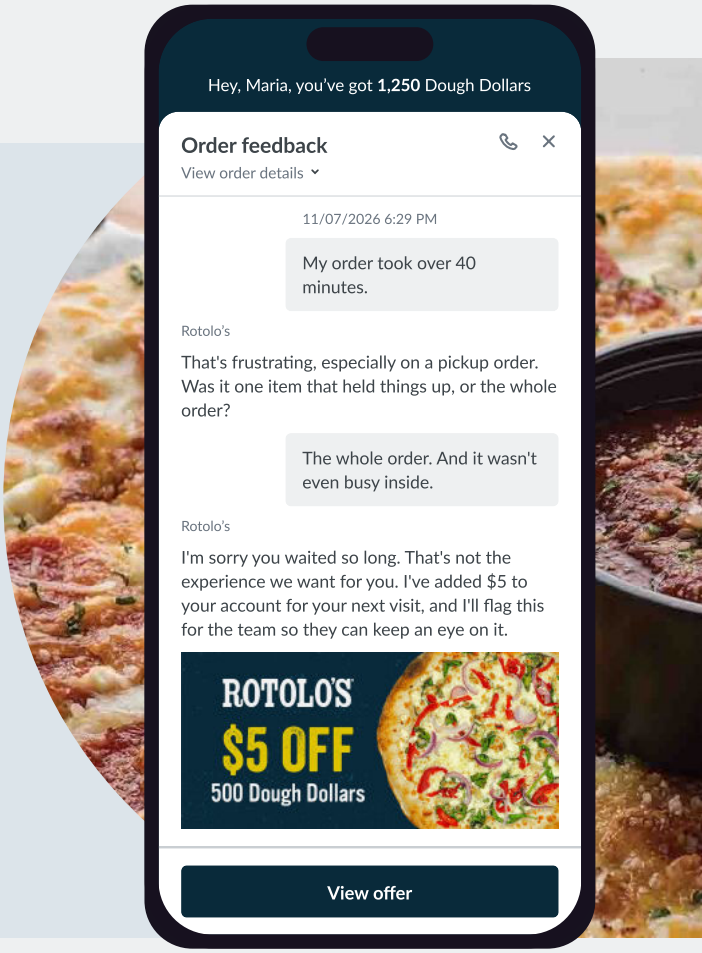
3 sec
median reply

4.4x
ROI incl. rewards

44% → 54%
30-day return

"Our 30-day return rate for unhappy guests **went from 44% to 54%**. It's way more expensive to go find new customers. If we can win them over once they've already visited us, those are the best guests we can find."

Brad Mire, President, Rotolo's





Background

Rotolo's has served pizza, calzones and garlic knots since 1996. Based in Baton Rouge, the brand has 38 locations, a mix of corporate and franchised stores, with six to eight more in development. Nearly 20% of its revenue now comes through online ordering on Thanx, more than all of its third-party delivery channels combined. President Brad Mire and Victoria Bentley, who leads marketing and brand strategy, manage the brand's Thanx platform and guest feedback from corporate.

The Challenge

Rotolo's handles guest feedback for every location from its corporate office. When a guest rated a digital order thumbs-down, Bentley reviewed it and either replied by email, usually with a reward to bring the guest back, or passed it to the franchisee or manager at that store. With a couple of complaints a day coming in from each of the different stores, the work took four to five hours a week.

The Solution

RecoveryAI answers a guest as soon as they rate a digital order thumbs-down, finds out what went wrong and offers a make-good within limits the brand sets. When a case needs a person, it goes to the team. When Thanx introduced RecoveryAI, Mire didn't need to do a long evaluation.

"Truthfully, it was kind of at the bottom of my priority list. It would probably take me two or three days to respond. Or we'd send it to a franchisee or a manager and wait for them to take another day or two, if they replied at all."

Victoria Bentley, Marketing and Brand Strategy, Rotolo's

> "We didn't need to think about turning RecoveryAI for long. We turned it on, and it's been only positives since."
>
> **Brad Mire**, President, Rotolo's

Strategy and Implementation

Rotolo's turned RecoveryAI on at its locations in September 2026 and kept the setup simple:

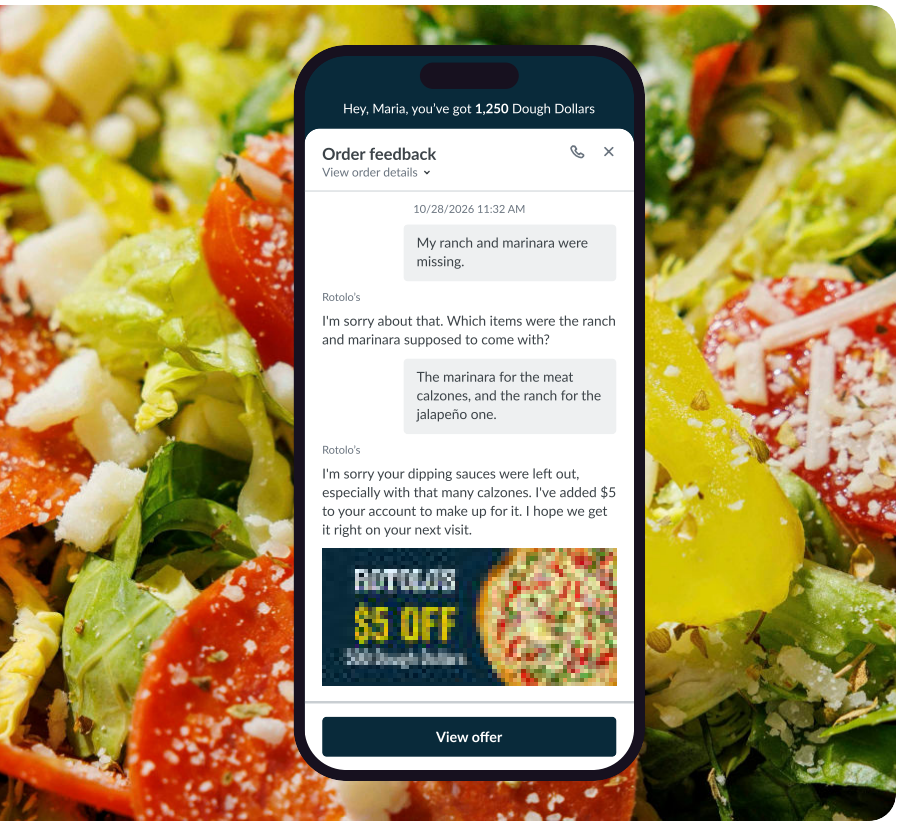
- Setup took ~15 to 20 minutes
- Escalation rule set to trigger at 2 complaints
- Generous setting, as Thanx recommended
- Weekly spot checks by corporate

A Three-Second Reply Wins the Guest Back

RecoveryAI replies to an unhappy guest in **a median of three seconds**, compared with two days or more when the team handled complaints by hand. Mire sees speed as the reason it works.

> **Median time to first reply: 3 seconds.**

RecoveryAI has resolved 99% of complaints without staff stepping in.



> "The biggest thing is how quickly it replies. That's what gets the win back. Before, we might take two days to reply. Now it's instantaneous, and the guest actually feels like somebody cares."
>
> **Brad Mire**, President, Rotolo's

More Unhappy Guests Come Back

In the five weeks before RecoveryAI, **44%** of guests who rated an order thumbs-down at Rotolo's came back within 30 days. In the first month after launch, **54% did**, at the same locations.

> **30-day return rate for unhappy guests: 44% before RecoveryAI, 54% after.**

3 sec	99%	44% → 54%	4.4x
Median reply	No staff needed	30-day return	ROI incl. rewards

"If it was waiting on us, some of these guests would still be waiting."

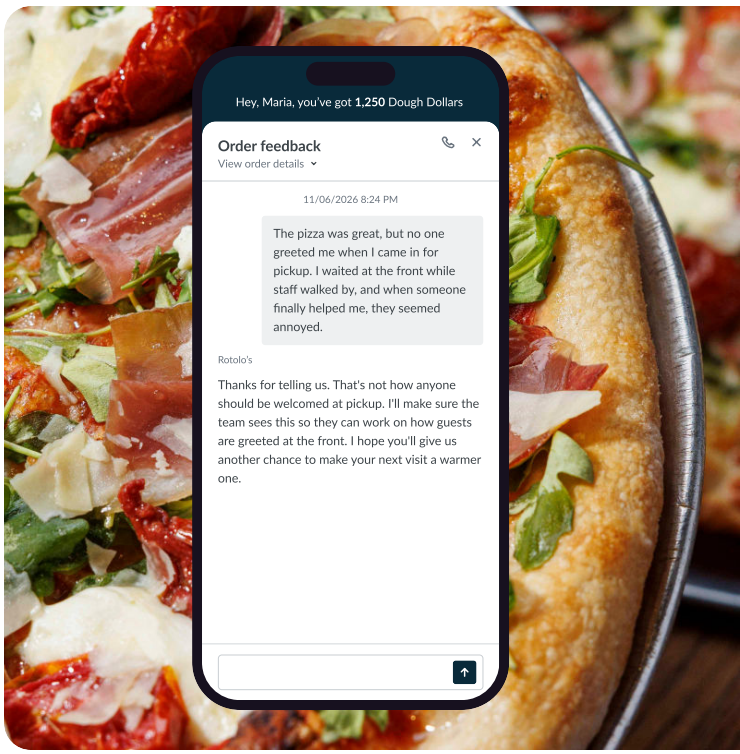
Brad Mire, President, Rotolo's

Rewards That Fit the Problem

Rotolo's gave RecoveryAI a set of rewards to choose from, and RecoveryAI matches the make-good to the problem. A missing side gets a smaller reward. A ruined pizza gets a bigger one. When a reward isn't the right answer, it doesn't give one. Rotolo's hasn't seen a reward it thought was too generous.

"I've read them, and RecoveryAI handled the issues properly. The pizza's overcooked, here's $10. You're missing the chicken on your salad, here's $5. It knows that's a higher-ticket item and does a little more on the giving side. We're not telling it to do that."

Brad Mire, President, Rotolo's



Guests Haven't Pushed Back on AI

Rotolo's operates in a lot of small Louisiana towns, and Mire was nervous about how guests would react to AI. That concern hasn't played out. RecoveryAI has **resolved 99% of complaints without staff stepping in**.

> "No one has said a word. Because the guest is sending feedback digitally, getting a reply digitally just makes sense to them."
>
> **Brad Mire**, President, Rotolo's

Corporate Time Back for Franchisees

Guest recovery is no longer a weekly chore for Rotolo's corporate team. The time now goes to weekly marketing calls with franchisees on local store marketing.

> "We don't have to worry about it anymore. It's something we just check on once a week now."
>
> **Brad Mire**, President, Rotolo's







Results

3 seconds
MEDIAN TIME TO FIRST REPLY
Down from two days or more

44% → 54%
30-DAY RETURN RATE, UNHAPPY GUESTS
Same locations, before vs. after RecoveryAI

99%
COMPLAINTS RESOLVED WITHOUT STAFF
Since launch in September 2026

4.4x
RETURN ON RECOVERYAI COST
Includes the cost of rewards given

In its first two months, RecoveryAI has replied to unhappy guests in **a median of three seconds**, **resolved 99% of complaints without staff** and **returned 4.4x its cost**, including rewards. The share of unhappy guests returning within 30 days rose **from 44% to 54%** at the same locations.

Conclusion

By handing guest recovery to RecoveryAI, Rotolo's went from replying to unhappy guests in days to replying in seconds. More of those guests now come back, the rewards fit the problem, and the corporate team spends its time on franchisees instead of a feedback inbox.



"Every brand should absolutely sign up for RecoveryAI."

Brad Mire, President, Rotolo's

Want to win back unhappy guests automatically with RecoveryAI?

Schedule a demo