



Everything **Your Restaurant Needs** to Improve Guest Loyalty

Strategic Loyalty Consulting
for Restaurant Brands

PLATFORMS	SOLUTIONS	CLIENTS	TESTIMONIALS
RESULTS	EXPERTISE	ABOUT	



We help optimize loyalty programs and build personalized, segmented marketing for your restaurant brand.



Platforms We Specialize In

A grid of logos for various restaurant loyalty and marketing platforms. The logos are arranged in three rows and three columns. The first row contains bikky, Punchh, and braze. The second row contains paytronix (an access company), Spendgo, and fishbowl. The third row contains attentive, Thanx, and three grey dots indicating more platforms.

Problems Our Clients Ask Us To Solve



Program Success

Is our loyalty **program working?**



ROI Calculation

How do we determine **loyalty program ROI?**



Tech Solutions

Do we have **the right tools** in our CRM tech stack?



Spending Gap

Why are loyalty guests **spending less** than non-members?



Structure Fit

Is our program **structure right** for the brand and the customer?



User Retention

Are we effectively bringing **back lapsed users?**



Member Insights

What are the **key motivators and pain points** for our loyalty program members?



CLV

How does our loyalty program **impact customer lifetime value?**

Restaurant chains that we've helped grow



Testimonials

Speak for themselves

changed the trajectory of our loyalty program with regular double-digit year over year comp growth

Andy Rebhun
CMO, El Pollo Loco

brought a level of **sophistication and data driven insights** to our loyalty efforts

Eric Coolbaugh
VP Marketing, Freebirds Burrito

strongly recommend RLS if you are looking to switch, boost, or start a reward program for your business

Alberto Bassal
CMO, Carrot Express

enabled us to launch our program **without adding additional internal resources** to our project

Leslie Smith
VP Marketing, Smokey Mo's BBQ

two weeks to develop a program: they **delivered the entire thing**, end to end, within our timeframe

Leon Davoyan
CTO, Dave's Hot Chicken

hands down **one of the (if not 'the') most buttoned-up restaurant loyalty-marketing experts in the country**

Dan Bejmuk
CEO, Dreambox

having someone **understand the ins and outs of your platform and help drive testing and insights is extremely important**

Jennifer Donley
Director of Loyalty, Tropical Smoothie Cafe

went above and beyond

Will Hanrahan
Head of Loyalty, Fazoli's

brings science into marketing

Nasia Taouxi Themistocleous
Head of Marketing, T.G.I. Fridays, Cyprus

Case Study:

Spend & Frequency Challenge Campaigns

The Challenge:

Our fast-casual client wanted to challenge their guests to visit more frequently and to spend more.



The Solution

Guests in five spend brackets (\$8-\$30) were challenged to visit 2x in two weeks, with custom spend and reward levels.



The Messaging

The Challenge Module in the Client's app enabled progress tracking and sent push notifications to engage guests and encourage completion.



Why This Worked

Targeting spend brackets made goals achievable. Lower spenders visited more often, making the frequency challenge appealing and increasing engagement.

+24%

Increased Customer Spending
for lower spend brackets

51%

Reward Redemption Rate
for lower spend brackets

2.6X

Visit Frequency
during active campaign period for
lower spend brackets

Case Study:

Personalization Drives Sales

The Challenge:

Our fast-casual client wanted to take product-preference-based segmentation to the next level and ensure that guests receive the most relevant offers to drive transactions.



The Solution

We developed a range of high-value (\$5-\$6 off) and low-value (\$2-\$4 off) offers for 15 top-performing menu items and partnered with an AI/ML platform for segment definition and post-analysis.



The Messaging

Over 30 custom campaigns were deployed to reach more than 750,000 loyalty guests weekly during a 9-week campaign period.



Why This Worked

Smart personalization grows sales and reduces discounting while offering excellent value to guests.

30+

Custom Campaigns

750,000

Loyalty Guests
Reached

20%

Discount Rate Reduction
(vs. previous quarter)

+\$1.2 Million

Revenue Increase
(compared to the control group
during the 9-week period)

Case Study: Program Launch

The Challenge:

Our fast-casual client aimed to launch a loyalty program with two primary goals: ensuring the marketing felt authentic and not overly corporate and creating a program that was unique and exciting for their target Gen-Z demographic.



The Solution

Within a month, we developed and launched a three-tiered points-unlock-reward program in time for the brand's anniversary celebration, which was used to promote the program launch.



The Messaging

The program was introduced with only a welcome email, excluding traditional welcome or lapsed-user journeys to avoid over-marketing or discounting the brand heavily.

+15%

Spend Lift
(in 5 months among loyalty guests)

+\$7.5 Million

Revenue
(in loyalty sales)

Automated Campaigns to Reach Lapsed Guests



The Solution

We designed four distinct journeys to target various audience segments:

- Large spenders who purchase family meals
- Budget-conscious guests who buy individual meals
- Severely lapsed guests with outdated purchase histories
- And others

We actively monitored the campaigns, replacing underperforming or overly generous offers to ensure optimal ROI.



Why This Worked

The segmented lapsed-user journeys were 1.5 to 2 times more effective than traditional one-size-fits-all campaigns.

After initial setup, the campaigns required minimal effort to maintain.

The Challenge:

After years of relying on recency-only targeting for lapsed customers, our QSR client aimed to increase the likelihood of bringing these guests back.

+\$806,464

Annualized Net Redeemed Sales

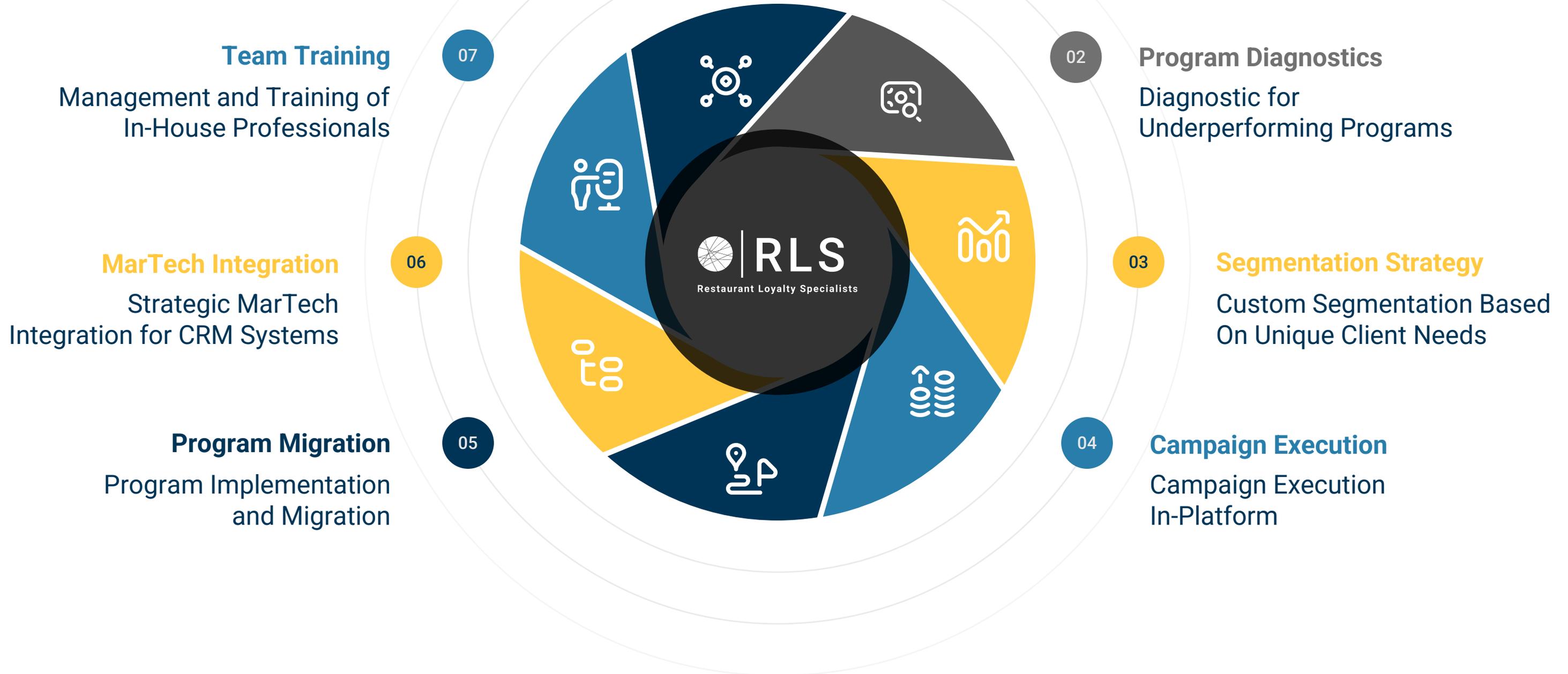
+210,910

Annualized Recovered Guests

+\$4.5 Million

Annualized Total Revenue

Our Expertise



About

Olga Berkovich Lopategui Founder, RLS

After 15 years in various marketing roles at Pizza Hut, KFC, and TGI Fridays, Olga Lopategui founded Restaurant Loyalty Specialists, a boutique loyalty consulting firm, serving restaurant chains ranging from 20 to over 1,000 locations.

In the early days of RLS, Olga personally provided strategy and in-platform execution for her clients. She has a deep understanding of the CRM platform's technology capabilities and limitations, and their impact on the ability to deliver results. As a result, all strategy consultants working on the RLS projects have hands-on in-platform expertise.

Since 2019, under Olga's leadership, the RLS team has helped over 30 restaurant chains grow their loyalty and CRM programs, strengthen the in-house teams, and turn customer data into actionable insights.

Olga was born in Moscow, Russia, and has lived and worked in Europe, Asia, and the US in the course of her career. She is fluent in English, Russian and Spanish, holds a Harvard MBA and a Georgetown LLM, and lives in Austin, Texas with her husband and two young children.

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Olga Lopategui

Founder and Principal Consultant