

The Como logo is displayed in white text on a dark blue background.

## Thirsty Lion

Success Story



 [www.thirstyliongastropub.com](http://www.thirstyliongastropub.com)

 Polished-casual chain

 10

 USA

## Thirsty Lion Gastropub & Grill boosts loyalty membership by **28.5%** per month.

Thirsty Lion had been looking to start a loyalty program for a couple of years, but — as a full-service restaurant — it was faced with the challenge of how to sign up members at the table. Since implementing Como Sense's complete customer management platform, Thirsty Lion has registered nearly 20,000 loyalty members in just five months.

### Goal

#### A Robust Loyalty Program for Full-Service Dining

While a bevy of customer management solutions exist for the fast-casual segment, few translate to full-service dining. Thirsty Lion knew it would need to bring customer management technology tableside in

order to sign up loyalty members at its 10 sit-down locations, thereby fulfilling its goal of rewarding its diners with targeted incentives and tracking the success of promotions.



20,000+

New member sign ups  
within 5 months



28.5%

Growth in membership  
per month



54.5%

Rewards redemption  
rate

## Solution

# Tableside Signup & Data-Driven Promotions

Thirsty Lion's first step was to implement Toast's digital POS, enabling waitstaff to enter orders from the table, thereby speeding service. The restaurant chain then sought out a loyalty program that would integrate with Toast's handheld devices and chose Como Sense for its ability to easily sign up guests from the table and target promotions with granular precision.

Upon signup, loyalty members receive \$10 off their next visit, plus a free dessert on their birthday. Members accumulate points for each dollar spent and receive a \$15 gift certificate when their point balance reaches 210, incentivizing both repeat visits and higher spend.

## Loyalty Program Highlights



### SPECIAL MEMBER PROMOTIONS

Targeted offers around the Super Bowl & Arizona Beer Week, July 4<sup>th</sup> Dinner on Us ("Buy One Get One"), Double Points, 25% Off Take Out Orders



### POINTS REDEMPTION

\$15 gift certificate for every 210 points



### GIFTS

Sign-up offer and birthday gift

## Success

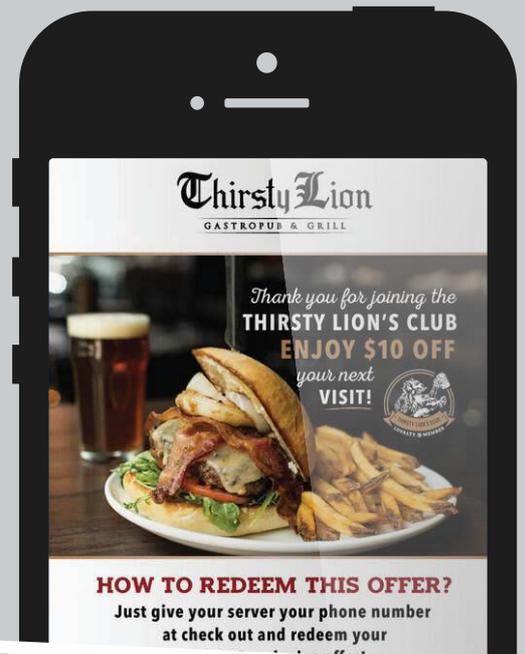
# Soaring Membership Growth

Thanks to Como Sense's ability to incentivize guests, Thirsty Lion has successfully launched its first loyalty program with nearly 20,000 members who return for repeat visits and spend 8% more, on average, than non-members. Redeeming rewards at a rate of 55%, these members spend only \$4.24 less than the average visitor when redeeming their \$15 gift cards, proving that these rewards not only increase visit frequency; they increase spend, as well. With an average increase in members of 28.5% per month, visits and spend will only continue to rise.

“

*Como Sense allows us to collect diner information and communicate with guests directly from a handheld POS, and there's no way we could have gotten to 20,000 members without that ability to sign them up table-side.”*

**Julia Thorn**  
Marketing Director



Contact us to find out how Como Sense can work for your business.

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