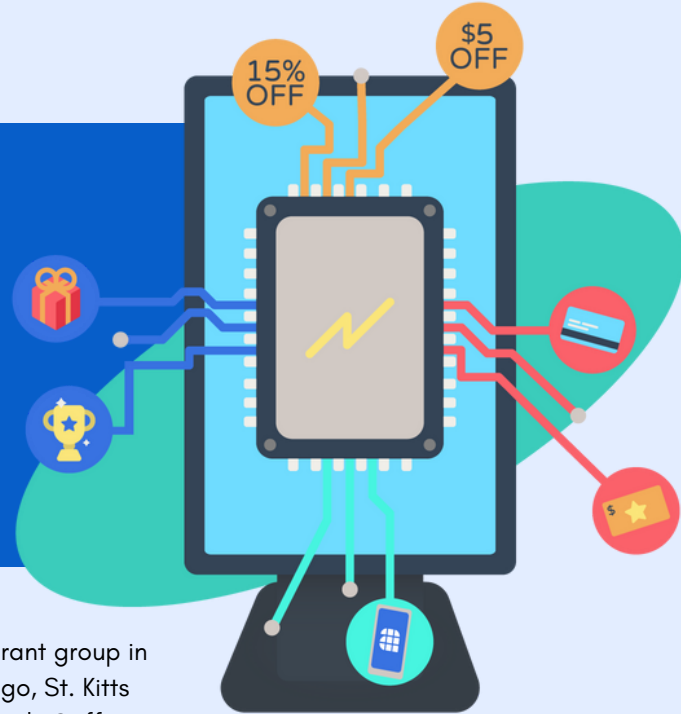


GLOBAL BRANDS CASE STUDY

Appsuite's innovative solutions enabled the customer to overcome complex challenges across brands, countries, and currencies, leading to a significant increase in order volume and high-value loyalty program members, and positioning Global Brands as a leader in digital restaurant technology in the Caribbean.



The Global Brands Group of Companies is the leading Quick Service Restaurant group in the Caribbean, operating 125 restaurant locations across Trinidad and Tobago, St. Kitts and St. Lucia. Its diverse brand portfolio includes Pizza Boys, Donut Boys, Rituals Coffee House, Church's Chicken, Wok n' Roll and Rituals Sushi, serving tens of thousands of people a wide variety of food and beverage options across the Caribbean. Global Brands recognized the necessity of becoming more digitally focused by implementing systems to better manage their organization in an increasingly digital world.

CHALLENGE

In 2018, this rapidly growing restaurant group aimed to find an all-in-one solution to manage multiple brands while connecting and engaging with customers to provide a unique digital experience.

Working across different brands and countries presented complex challenges such as cross-point integration and redemption, multi-currency redemption, multi-brand, multi-country, and multi-concept management. To overcome these obstacles, **Global Brands required a robust architecture and configuration solution tailored to address their specific needs.**

Moreover, the company was determined to showcase its tech leadership in market digitalization by implementing kiosks that would increase digital orders, grow its loyalty program, and maintain its strong overall customer experience. By integrating with Appsuite's solutions, Global Brands aimed to transform their digital presence and streamline operations in order to thrive in a competitive landscape.

SOLUTION

After a thorough evaluation process, Global Brands selected Appsuite's modular solutions due to its seamless integration with Oracle and standout features compared to other providers. Appsuite delivered a comprehensive cloud-based solution tailored to Global Brands' requirements, offering both front-end services such as kiosks, apps, and loyalty programs, as well as back-of-house services like direct ticket printing to the kitchen and food delivery management.

As part of the customized solution, Appsuite created four integrated mobile apps with a fully integrated loyalty program that spanned across all brands and countries in the Global Brands portfolio. This not only streamlined customer engagement but also facilitated reward, gift, and order management across the entire group.

AVG DIGITAL TICKET

2X

IN-STORE TICKET

LOYALTY PROGRAM
MEMBERSHIP

↑400%

AVG ACTIVE MEMBER
VISITS PER MONTH

2.8



"We couldn't be more thrilled with the results we've achieved by partnering with Appsuite. Our ability to track and cater to our most valued customers has allowed us to forge stronger, more personal relationships.

Seeing the exceptional response from our customers, we're planning to expand kiosks to more locations and increase our kiosk count at each restaurant."

- Anthony Sabga-Abou, Director at Global Brands Group of Companies

SOLUTION

A crucial aspect of the solution was the ability to maintain unique brand identities while interacting with customers. Appsuite's platform allowed each brand within Global Brands to scale individually, creating a unique brand experience within the ordering interface without compromising the distinct image of each brand. By implementing Appsuite's solutions, Global Brands successfully optimized their operations, elevated customer experiences, and ensured scalability for each of their brands.

RESULTS

The customized solution created by Appsuite for Global Brands restaurant group yielded remarkable results, significantly increasing digital sales while creating a loyalty ecosystem which encouraged high quality, repeat customers.

With Appsuite's CRM program, volume surged with digital orders increasing by a staggering 12.8x in the first 36 months alone. Kiosk and online orders grew to twice the average ticket price of in-store loyalty tickets, leading to overall incremental sales growth without cannibalizing in-store tickets.

With an astonishing 400% increase in loyalty program membership, an average of 2.8 restaurant visits per month by active members, and a monthly active member rate of 15%, customer engagement and participation have become exceptionally strong. Mobile app adoption played a pivotal role in driving over 99% of new member growth and amassing a user base of well over 100k. The loyalty program also boasts excellent membership data quality, with 99.5% of members providing enhanced demographic data and valid email addresses for targeted and effective communication.

Looking to the future, Global Brands plans to leverage the Appsuite solutions' capabilities for further developments, such as offering subscriptions, allowing customers to upload user-generated content (UGC) like photos and participate in surveys, and incorporating gamification elements with coupons and discounts. By continuously innovating and adapting to customer needs, Global Brands is poised to maintain its competitive edge and thrive in the fast-food industry, thanks in large part to the powerful and flexible solutions provided by Appsuite.

APPSUITE

Appsuite's family of pre-integrated solutions create immense potential for businesses aiming to enhance customer engagement, loyalty, and operating margin. With a comprehensive suite of tools including kiosks, loyalty programs, and online ordering, Appsuite empowers businesses to cultivate meaningful relationships with their customers, leading to significant improvements in customer retention, satisfaction, and overall efficiency and profitability.

To discover how Appsuite's solution can drive a successful partnership for your business, contact our team and explore the potential benefits of this cutting-edge platform.

**LOYALTY MEMBER
GROWTH DRIVEN BY
MOBILE APP**

99%

**GIFT CARD
PROGRAM GROWTH**

↑ 216%




Appsuite

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