



Original ChopShop Loyalty Centers Around Convenience, Powered By Paytronix



CATEGORY: Exceptional Customer Experience

THE ORIGINAL CHOPSHOP AT A GLANCE



#just feel good food



Founded in 2013
in Scottsdale, Arizona



17 locations
across Texas & Arizona

A Frictionless Experience For The Customer On-The-Go

Easier and faster. Frictionless and fantastic. These are the goals Original ChopShop had in mind when setting out to improve its guest loyalty program. The healthful, feel-good food brand that hails from Arizona knows its customers value saving time over everything.

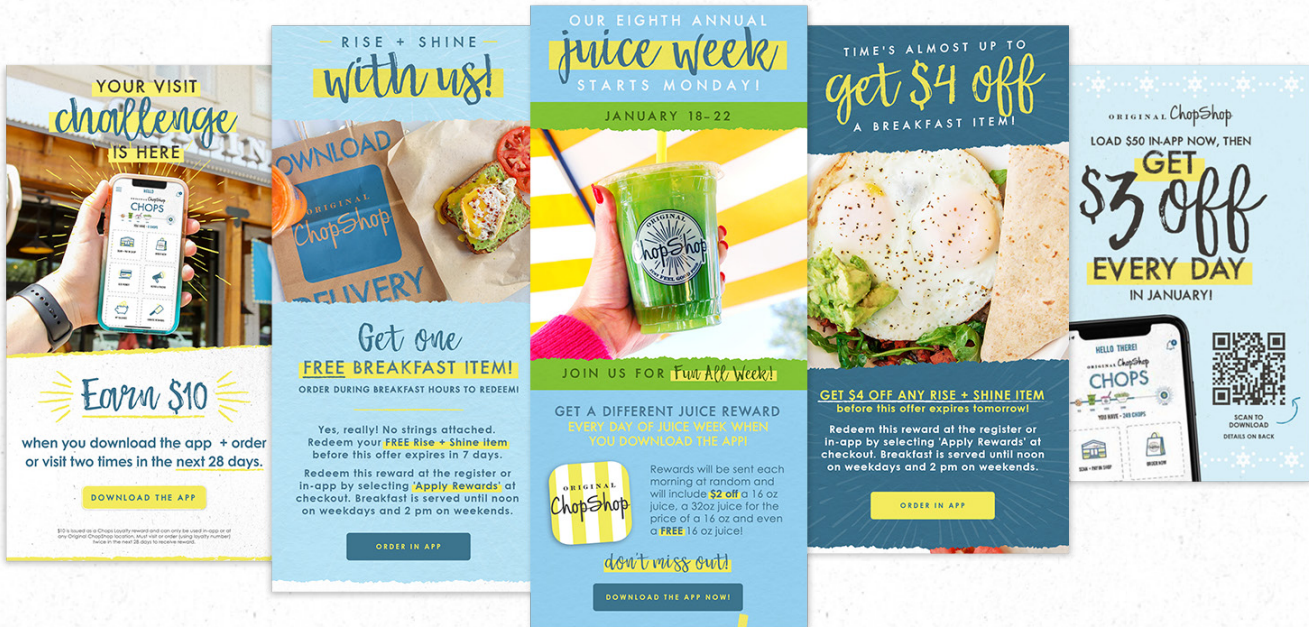
“While most loyalty programs in the restaurant industry center around value and rewards, our approach to loyalty has been primarily focused on convenience,” said Brooke Perry, VP of marketing. Features such as ordering ahead, paying in the app, and choosing rewards are already built-into the Chops reward program.

With Paytronix, Original ChopShop could further optimize its loyalty program toward convenience. In 2021, a series of new, creative incentives and campaigns drove more app downloads, orders, visit frequency, and Original ChopShop’s best sales year to date.



A Year Of Creative Campaigns

Notable and creative initiatives driven by Paytronix data for Original ChopShop:



National Juice Week initiative saw record-breaking

871

app downloads in one-week.



Breakfast Incentives campaign supported a

21%

increase in breakfast sales during the campaign.



"FOUR VISITS FAST"

Challenge helped turn new loyalty members into more frequent visitors.



Six-week long "Fuel The Season" Holiday Campaign enabled the brand to reach

63,159

total app downloads with

\$116,794

in pre-loaded funds.

"Our goal was to make it easier and faster for guests to use the brand by utilizing the app for ordering ... all of our new introductions centered around creating a convenient brand experience."

BROOKE PERRY, VP OF MARKETING
ORIGINAL CHOPSHOP