Toastique

Burning the Competition with Paytronix

Overview

A boutique gourmet toast and juice bar offering a fresh, chic, rustic experience.

www.Toastique.com f ⓘ

20	**2019**	**Fast Casual**
LOCATIONS	FOUNDED	CATEGORY

Situation

Toastique is one of the hottest QSR brands in the country. Since opening in 2019, the brand quickly established a following in its home of Washington DC and plans to double its size through a nationwide franchise network. Prior to using the Paytronix Digital Guest Engagement platform, Toastique relied on a simplified loyalty platform that wasn't helping the brand grow, and an online ordering process that was entirely disconnected from the core brand experience. To help fuel its growth, Toastique needed a complete digital guest engagement platform that not only created a great guest experience, but also helped launch new locations, kept customers loyal, increased revenue, and streamlined operations.

A Single Platform for a Growing Brand

3 Hours of Work Saved Per Store

With Paytronix Online Ordering and Order Experience Builder, Toastique saves 3 hours on every adjustment to the mobile app's menu, aesthetic, or functions. Paytronix centralizes menu management across locations, enabling operators to make a change once, and sync it everywhere. That not only saves Toastique time, but provides the brand with nimble and complete control over its guest engagement strategy.

87.5% Boost in Membership

Within four months of launch, Toastique grew its loyalty program membership by 87.5%. A larger membership base has enabled the brand to leverage behavioral data and fine-tune their loyalty offers. That personalization is driving visit frequency too, as guests receive offers for what they want, when they want it.

15% Increase in Visit Frequency

After upgrading its guest engagement solution, Toastique saw a 15% increase in visit frequency. The brand has set its guests on a 1:1 journey that grows increasingly personalized over time. Personalizing loyalty is building value among Toastique's biggest fans – it's also winning back lapsed guests and acquiring new ones, especially at recently launched locations.

"Paytronix has significantly enhanced our off-premises experience, making customers feel as if they were walking into one of our stores. The digital guest engagement platform has become a key part of our growth strategy. The operational headaches are gone, menus on every channel are easier to manage than ever, and customers are responding to emails thanking us for addressing any mishaps. The strategic loyalty campaigns have not only driven customer retention but also significantly increased customer visit frequency, contributing to our growth and success."

Blair Lalor
IT Manager, Toastique