

QUICK VIEW: FAST CASUAL

FAST CASUAL RESTAURANTS NEED ACTIONABLE INSIGHTS

Customer data for data's sake does not produce results



David Prosser
 EVP, Showmars

“As a multi-unit business targeting customers who expect excellent service, we need actionable insight to put our best foot forward. Thanx gives us that ability and has been a secret weapon. Thanx frees up my time, as I can lean on my account manager, and we’ve increased check size 37% by rewarding guests according to their own tastes.”



Why fast casual restaurants need more actionable data



Non-targeted marketing fails

74% of consumers get frustrated with ads not aligned with their interests — always send relevant communication.



Personalization builds trust

Only 6% of millennials find online ads credible — deliver timely communication to remain top of mind.

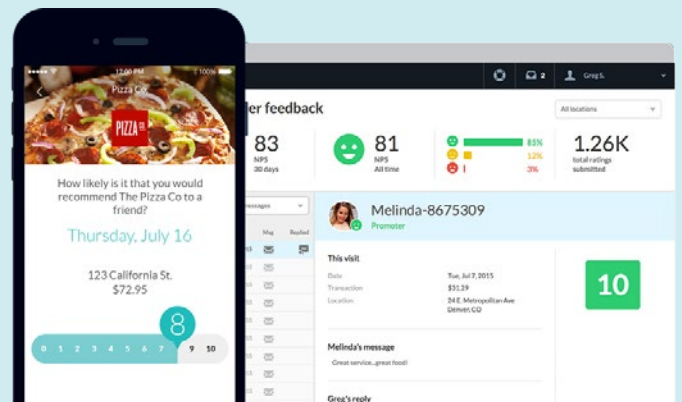


Customers expect engagement

Replying to restaurant guest feedback grows sales 22% — make sure customers feel heard.

Thanx improves fast casual guest marketing to grow sales 30-50%

- Customer Winback
- 2-Way Feedback
- Tracked Promotions
- Traffic Boost
- Birthday Rewards
- and more...



Feedback is just one of the exclusive Thanx 1-Click Marketing Tools for fast casual restaurants. Engage customers in 1-to-1 dialogues to increase frequency and spending — *instantly*.

[Learn more at www.thanx.com](http://www.thanx.com)