

QUICK VIEW: FINE DINING

FINE DINING NEEDS LOYALTY DATA — BUT WITHOUT A TACKY LOYALTY PROGRAM

Obtaining customer data cannot disrupt service

THANX MERCHANT TESTIMONIAL: MINA GROUP



Mollie Allick
 VP Marketing, Mina Group

“We chose Thanx because we needed an innovative way to engage our valued guests without disrupting service. Thanx allows us to effortlessly send more targeted, relevant offers and introduce our VIPs to new concepts, dining hours, and exclusive events — all while measuring the efficacy of these marketing efforts.”



Our merchants use guest data to drive amazing customer experiences:



Service is everything

95% of consumers say “good service” is key for choosing a restaurant — a loyalty program should enhance service.



VIPs are your best asset

60% of restaurant sales comes from just 25% of customers — collect data to figure out just who they are.



Collect guest feedback

Make sure every location is adhering to a high standard of quality by collecting and responding to guest feedback

Sources: National Restaurant Association, Thanx

Thanx helps fine dining restaurants use guest data to retain their best customers.

VIP is just one of the exclusive Thanx 1-Click Marketing Tools fine dining brands use to keep their guests coming back. Create an automated mobile experience tailored *exclusively* for high value customers with data generated by your loyalty program.

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

