

SPARKFLY TEAMS WITH HOOTERS TO CREATE A UNIFIED LOYALTY PROGRAM ACROSS MULTIPLE POS VENDORS

THE CHALLENGE

Hooters was planning the roll-out of a new mobile-centric customer loyalty program, **HootClub**, when they ran into a challenge.

Their franchise locations use multiple Point-Of-Sale systems including Radiant/Aloha, POSitouch, MICROS, and a custom Point-Of-Sale system developed internally. There was no way to run a unified program that could be processed through all four POS systems.

THE SPARKFLY TECHNOLOGY SOLUTION

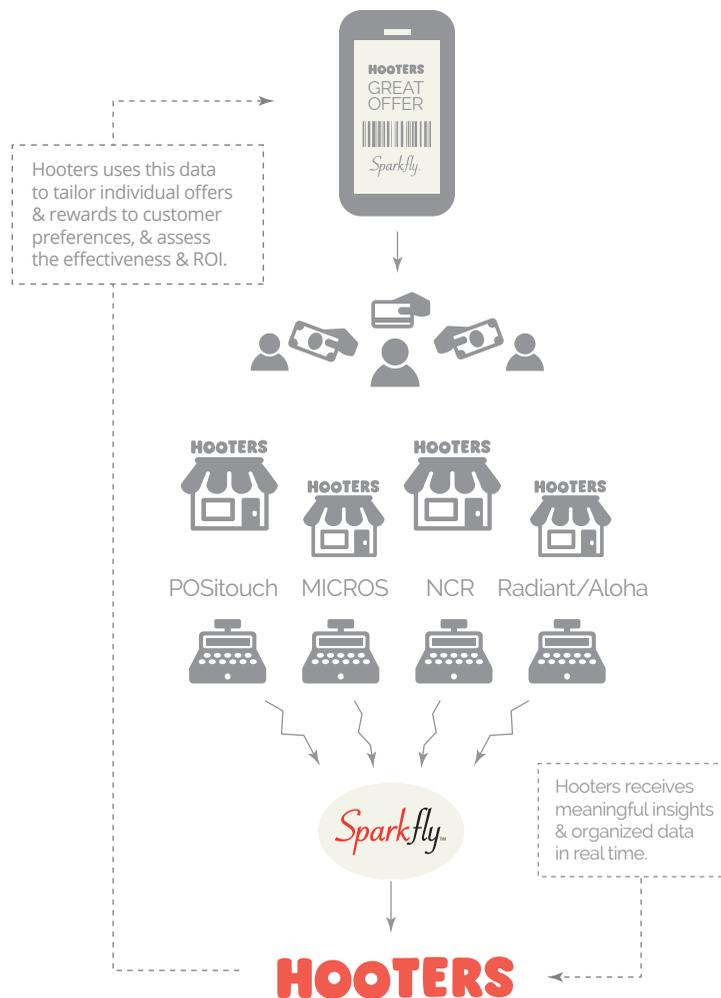
Due to Sparkfly's integration with all of the leading Point-Of-Sale systems, they were able to easily connect all Point-Of-Sale systems, including Hooters' proprietary internal solution.

Customers were able to redeem deals and access the HootClub through numerous forms of media, including mobile, digital, email and print.

The system tracked redemptions in real-time and generated detailed transaction data including basket size, average spend, frequency of redemptions and purchase history.

THE RESULTS

- The program included all 189 corporate locations and 200 franchise locations
- Integration with all four point-of-sale systems was completed in less than two weeks
- In the first 60 days after launch, Hooters generated over 40,000 redemptions and more than \$1,000,000 in incremental sales
- Hooters gained unique insight into consumer behavior, and experienced an average redemption rate of 58%, with 11 average items purchased per ticket
- Hooters gained the ability to use the data to tailor individual offers and rewards according to guest preferences



"As an iconic brand with more than 30 years of history, Hooters has developed a strong following of loyal guests who appreciate the value that we deliver on a regular basis. When Hooters runs loyalty programs and offers, the consumer experience needs to be consistent across all forms of media and all physical locations. With Sparkfly's technology integrated into the core of our transactional infra-structure, it offers a turnkey solution that will enable us to seamlessly deliver that experience for our guests."

Chris Duncan
CIO of Hooters of America