

With Sparkfly's consulting, a Fortune 500 QSR has revolutionized offer management.

The Challenge

A global QSR with nearly 3,000 locations wanted to kickstart a digital customer engagement initiative, but needed help creating a fully connected ecosystem for personalizing, testing, and analyzing customer engagement campaigns.

The Solution

The Sparkfly team leveraged its proprietary five-step methodology — **Discover, Audit, Recommend, Implement, Innovate** — to create an end-to-end smart offer management strategy and seamless customer experience. By integrating the brand's core infrastructure with best-in-class technologies, the QSR's marketing team could create campaigns quickly, with full control, visibility, and limitless possibilities.



Sparkfly allows us to dynamically interface with both in-store and above-store technology and provides all of the capabilities we need to meet our long-term goals.

—CTO






Results

AN INDUSTRY-LEADING
REWARDS PROGRAM
WITH OVER
24M
MEMBERS

MORE THAN
30M
OFFERS
REDEEMED

50%
OF THE COMPANY'S
SALES ARE NOW
DIGITAL

Consulting Features

-  Strategy and Architectural Design
-  Integrated Omnichannel Customer Acquisition
-  Integrated Loyalty and Contact Center
-  Integrated App, Digital, and Mobile Ordering
-  Cloud Connector for 3rd Party Platforms

ABOUT SPARKFLY

Sparkfly is an offer management solutions company that helps marketers maximize customer acquisition and loyalty programs by connecting real-time consumer behavior with online and in-store sales.