

Sparkfly empowers a global QSR to win back customers in real-time.

The Challenge

A Fortune 500 QSR was mailing gift certificates to unhappy customers, but the process was tedious, expensive, and time-consuming — allowing bad feelings to linger. They needed a way to create real-time win-back campaigns.



The Solution

Sparkfly built an integration with Salesforce Service Cloud so the QSR could either immediately deposit offers directly into customers' digital wallets or send offers via email. Now, they can ensure delivery, shorten the memory of less than desirable experiences, and simplify their work.

Results

ELIMINATED
TENS OF MILLIONS OF DOLLARS IN EXPENSES
ASSOCIATED WITH THE PRINT MAILERS

REAL-TIME MEASUREMENT OF WIN-BACK SUCCESS SHOWS AN AVERAGE
REPURCHASE RATE OF 76%

2.4M+ WIN-BACK OFFERS
REDEEMED TO DATE

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.