



# Bojangles Optimizes Customer Engagement Across 800+ Locations

## The Challenge

Bojangles, a QSR known for their chicken 'n biscuits, aspired to build for the future, rather than building to catch up. To do that, they needed to learn more about their customer experiences and evaluate their digital strategy to redefine the way guests experience, engage, and buy.

## The Solution

Bojangles built custom digital and engagement experiences to drive incremental and profitable transactions. They worked with tech partners like Sparkfly's integrated customer engagement ecosystem to increase order frequency and make ordering their famous chicken convenient with order ahead and curbside pickup.

By doing so, Bojangles increased customer lifetime value, grew basket size, reduced latency, and created a seamless experience with every interaction across digital and in-restaurant.



## With Sparkfly's help, Bojangles has:



**INCREASED  
DIGITAL TRANSACTIONS**



**BOOSTED  
CHECK AMOUNT**



**DECREASED  
ORDER WAIT TIMES**



**At Bojangles, we have a bold vision to redefine the way guests engage and experience our brand. That is why we are focused on creating meaningful and convenient digital experiences that make ordering chicken and biscuits easy.**

**If you want to maximize revenue, create digital products that add value, leverage data to inform better decisions, and engage your operators to deliver on the brand promise of convenience and digital hospitality.**

**– SERGIO PEREZ, SENIOR DIRECTOR OF OMNICHANNEL, BOJANGLES**



## By the Numbers: Bojangles Digital Uptick

~65%

**INCREMENTAL INCREASE IN  
DIGITAL TRANSACTIONS**

2.5x

**GROWTH IN CHECK AMOUNT  
PER DIGITAL USER COMPARED  
TO IN-RESTAURANT**

15%

**DIGITAL USERS WERE 15%  
MORE FREQUENT THAN IN-  
RESTAURANT CONSUMERS**

### 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.

