

Client Spotlight: Gordon Biersch

Bankable Points Program

Loyalty Program Profile

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Gordon Biersch is a national casual restaurant chain featuring “fresh, hand crafted beer and premium, made from scratch food ... all served up in a friendly and fun atmosphere.” A passion for great food, award-winning beer, and an inviting social environment makes Gordon Biersch restaurants a favorite from coast to coast.

Gordon Biersch is also passionate about its guests. Their popular Passport Rewards loyalty program engages thousands of guests with exciting promotions and great rewards: from gift cards to Brewer’s dinners to fantasy vacations. The program offers something for everyone.

Gordon Biersch energizes and motivates its guests with a creative program – and Paytronix makes it possible. At the core, Passport Rewards is a bankable points program where members earn a point for each dollar spent on food and beverages. Paytronix tracks each transaction and accrues points to the member’s personal account. Using a convenient online account, members access their account balance, their transaction history, and enjoy the freedom to redeem their points for rewards they choose.

Gordon Biersch sets itself apart with exciting, inventive promotions like contests and double points. The scalable Paytronix technology platform accommodates these dynamic plans by identifying the targeted guest segments, communicating a specific offer, and enabling ready execution at the point of service. Results tracking capabilities uncover key insights that help ensure the success of future promotions.

A bankable points program is a great choice for Gordon Biersch. With the majority of points redeemed for “instant rewards” that get immediately loaded onto the member’s card, the Passport Rewards program increases guest satisfaction and minimizes fulfillment costs.

To learn more about Gordon Biersch and the Passport Rewards Program, visit:
<http://www.gordonbiersch.com/restaurants/>

Loyalty Program Snapshot: “Passport Rewards”

Core Program: Bankable Points

Guests earn one point for each dollar spent on food and beverages and accumulate points to redeem for a broad range of great rewards: gift cards, Brewer’s dinners, even fantasy vacations.

Layered Program: Membership

Guests purchase a membership that enrolls them in the program where they are entitled to receive preferred seating, special offers, and invitations to “members only” events.

Promotions: The bankable points program provides a flexible platform for segmenting guests and executing meaningful marketing promotions like limited time offers, double points, and contests.

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