



Smitty's Turns Loyalty Into a True Driver of Guest Behavior with Paytronix



Background

Smitty's Canada didn't start from scratch with loyalty. The brand had already implemented a program with a previous provider, but after a couple of years, it became clear the program wasn't delivering what the business needed. The platform itself was limiting. Integration with core systems like POS was challenging, and the level of support fell short of expectations.

At the same time, the program wasn't driving meaningful engagement. All members were treated the same, with little distinction between occasional guests and truly loyal ones.

The result: a program that existed but didn't actively shape behavior. One of the clearest signs came from their birthday reward. While popular, it drove the wrong kind of engagement. A large portion of members were visiting just once a year to redeem a free meal but not returning afterward.

80+
LOCATIONS
ACROSS CANADA

FOUNDED
IN 1960



Paytronix's Solution

Recognizing both the technical and strategic gaps, the team conducted a full evaluation and selected Paytronix as their new loyalty partner. Smitty's used the move to Paytronix as more than a platform change because it became an opportunity to rethink what loyalty should do for their business.

Despite the complexity of switching providers, Smitty's executed a smooth migration. With support from Paytronix, they transitioned members and rolled out a new app experience without major disruption ensuring continuity for existing guests.

When launching their program, Smitty's knew that instead of treating every member the same, Smitty's created a system that rewards deeper loyalty and encouraged it. The biggest structural change was the introduction of a tiered loyalty program bringing in Bronze, Silver, and Gold tiers. This was done with the aim of increasing loyalty value tied directly to guest behavior and visitation patterns.

Smitty's made deliberate changes to ensure their program rewarded true loyalty, not one-time usage:

- Reworked birthday rewards that previously drove one-time visits
- Introduced a required visit before earning rewards, reinforcing real engagement
- Shifted to tier-based rewards, aligning cost and value with guest behavior

The philosophy was simple: loyalty should be earned and then meaningfully rewarded.

With Paytronix, Smitty's also gained the ability to deliver offers more effectively through their app experience. Guests can now receive targeted rewards directly in their wallet, enabling more personalized engagement and clearer communication at every step of the journey.



Results

- 63.8%

reduction in discounting
on the platform in the 6 months
following the change

+ 41.5%

in new sign-ups
in the 6 months following
the change

+ 23.9%

per guest spend
in the 6 months following
the change

Conclusion

Smitty's transformation highlights a key shift in how loyalty programs need to operate.

Their original program rewarded participation but didn't build loyalty. Today, their Paytronix-powered program does the opposite:

**IT REWARDS
REAL BEHAVIOR**

**IT CREATES LONG-TERM VALUE FOR
BOTH GUESTS AND THE BUSINESS**

**IT INCENTIVIZES
REPEAT VISITS**