



Lion's Choice Chooses Paytronix



Overview

Lion's Choice is a quick-service restaurant specializing in high-quality roast beef sandwiches and other delicious menu items.

www.LionsChoice.com  

27
LOCATIONS

+93k
LOYALTY MEMBERS

FOUNDED
IN 1967 



Situation

Before Paytronix, Lion's Choice grappled with a disjointed digital experience that fell short of its brand promise. The brand's tech stack, a mix of standalone online ordering and the native loyalty within the POS, was cumbersome, costly, and lacked the customization needed for their signature roast beef sandwiches. Recognizing these challenges, Paytronix streamlined their digital operations into a single, integrated digital guest engagement platform. This not only simplified their processes but also unlocked the customization Lion's Choice needed to deliver a true branded experience. With Paytronix, they transformed a complex system into a simpler, guest-centric solution.

A Small Marketing Team That Punched Above its Weight



Delivering on a Brand Promise

Sandwich customization is a core pillar of the Lion's Choice brand. The brand wanted to extend that personalized experience to the digital guest. The new Lion's Choice app provides uncompromising customization, with countless menu modifiers and customized loyalty rewards, that are easily configurable for the guest and operator. Now guests are beginning to dig in, increasing online orders by 110% since launch.



Better Data Drives Engagement

Lion's Choice marketing is a small staff with ambitious goals. Thanks to Paytronix Loyalty, the team is punching above its weight. In just a few clicks, Lion's Choice is drawing on thousands of data points to create personalized campaigns that, together, drive sustained lift. In addition to boosting acquisition, Paytronix Loyalty has helped the brand win back over 50% of lapsing guests since launch.



Single Platform Simplifies Operations

Consolidating its tech stack to a single vendor has saved Lion's Choice time and energy. With custom data dashboards and automated campaign flows, the brand is managing a guest engagement strategy built for the industry's biggest players – without the associated lift. The brand can launch personalized campaigns, update its mobile app, and configure online ordering, all from a single pane of glass. Meanwhile, customized reporting dashboards enable the brand to optimize performance across all channels. And when a challenge arises, the Paytronix digital customer success team is available to assist 24/7.

"We wanted a provider that could do it all – online ordering, a white label app, and loyalty – while still offering an excellent guest experience. We pride ourselves on our customizable items and Paytronix has enabled us to deliver that same level of personalization through online ordering and the mobile app – at unprecedented configuration speeds. We're communicating with our guests the way they expect and it's driving returns."

Jessica Crouch

Brand Manager, Lion's Choice