

# UNCLE JULIO'S

## — MEXICAN —

from Scratch

Drives 50% Increase in Loyalty Registrations



CATEGORY: Real Impact

1986

Opened in Dallas, TX in 1986

31



31 restaurants across 7 states serving made-from-scratch Mexican favorites created from highest quality ingredients



## Membership drive boosts participation

Because members of Uncle Julio's Amigo Especial Loyalty Program were spending more than unregistered guests, increasing membership in the program meant more happy guests redeeming rewards and incremental sales for Uncle Julio's.

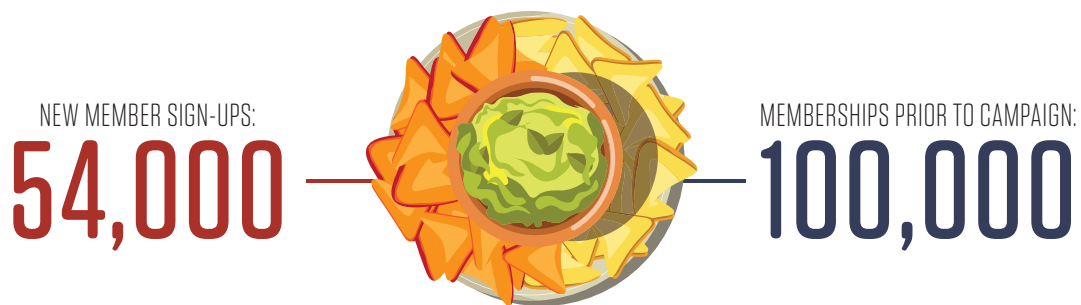
## The Solution:

Leveraging the high-traffic holiday season, Uncle Julio's launched a loyalty registration drive to boost membership. The new campaign specifically focused on employees—with built-in incentives to adjust the behavior of servers who weren't talking about the program. The employee-focused Registration Drive rewarded servers with prizes for signing up new loyalty program members.



On average, 31 stores registered 2,000 people each to increase Uncle Julio's loyalty base!

- **54,000** new guests signed up during the three-month campaign – a better than 50% increase to the 100,000 guests already enrolled.
- **47,000** of those new loyalty members completed a full registration for a registration rate above 90% during this drive.



Weekly cash bonuses were awarded to those who finished 1st, 2nd and 3rd in loyalty signups by store/location. Servers also earned raffle tickets for bigger, global prizes across the entire Uncle Julio's chain, such as Apple smartwatches and big-screen TVs, which proved to be an effective motivator. Uncle Julio's gave away \$15,000 in total prizes. Manager prizes were given for the store that had the highest number of signups overall.

**PAYTRONIX**

Paytronix has helped more than 330 distinct brands manage customer relationships and build loyalty.

For more information visit [www.paytronix.com](http://www.paytronix.com) or call 617-649-3300, ext. 5.