

# Case Study - Friends Restaurant

With new ownership in place Friends Restaurant were looking to introduce a loyalty card scheme to ensure that their local custom did not drop off or fall away while the new management team was bedded in. The card was also a tool to establish a customer base through data capture.

Formula11 proposed using a 4pp carrier to hold the loyalty card that not only explained the offer but also required the customer to fill out the data capture form in order to receive the loyalty/discount card.



Use this card to receive a 10% discount on your table bill, every time you dine at FRIENDS

Authorised by: [REDACTED]

- To reserve a table please call **020 8866 0286**
- Or book via our website at [www.friendsrestaurant.co.uk](http://www.friendsrestaurant.co.uk)
- Do not forget to present your card to the waiting staff

FRIENDS Restaurant, 11 High Street, Pinner, HA5 5PJ

The loyalty cards were a huge success with an excellent take up and an increase in repeat bookings. The data capture has helped to keep the customer base informed of the restaurant's promotions and offers.

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