

# currito



## PROBLEM:

Burrito chain, Currito, was looking for an engaging loyalty program with a high number of participants. Currito didn't want to launch an app because they knew it would be difficult to reach a significant number of users that way. "People eat at a variety of restaurants and are exposed to many different restaurant apps," John Lanni, COO of Currito, says. "It's difficult to convince customers to download a specific restaurant app and keep it when they are constantly downloading new apps and deleting those that they rarely use."

The low participation rate of apps, coupled with the heavy cost of app development and marketing, encouraged Currito to look beyond apps to find a more effective program.

Currito also had a physical loyalty card program that they wanted to continue. It was important that they continue the physical card program along with a digital rewards program.



## SOLUTION:

Virtual Next created a branded, digital store-card program for Currito. These digital cards were saved in the customer's digital wallets. The digital cards enabled Currito to offer a point-based digital rewards program. The customers also had the option to tie their digital card to a credit card and use it as a mobile payment card.

This program required no app development, saving Currito time and money.

To encourage customer sign-ups, Currito offered \$10 of store credit to anyone who signed up to the digital store-card program and loaded their card with a minimum of \$10.

Virtual Next also integrated Currito's digital store-card solution with their POS system to ensure that the payment collection process for the cashiers did not change. Integration with the POS system also guaranteed that all customer data were collected for customer insight and presentation to Currito in the future.



## RESULT:

Currito signed over 400 digital card users per location. 98% of users who downloaded the digital cards have kept them on their phone since the card download.

During a store opening in March 2014, Currito used the platform to offer a promotion where the first 50 people who walked into their new store were awarded a year of free burrito meals. Virtual Next implemented this by loading a free burrito reward onto customer cards once per week. 50 people received the golden physical cards. 42 turned their physical cards into digital cards. There were over 200 people waiting in line to take advantage of the promotion. Over 300 tweets and Instagram shares were sent out about the promotion. The promotion resulted in a significant amount of buzz and conversation on social media for Currito.

+400 users  
per store participate in  
the new digital store  
card program.

23% of  
users redeemed the  
"\$2 Greek Smoothie  
promotion" for  
digital card

To launch a new menu item – "Chobani Greek Smoothie" – Currito used the platform to drive people to stores to try the new menu item. Virtual Next helped Currito offer a \$2 Greek smoothie promotion that resulted in a 23% redemption rate among all digital rewards members.

The merchant analytics dashboard also helped Currito know their customers better, and enabled them to offer

relevant promotions to various segments of the market.

The digital card program also worked with Currito's existing physical card program. This enabled Currito to continue offering their traditional gift card program and allowed those interested to convert to digital cards.



"This has been a game changer for us in terms of ease of payment and customer satisfaction"

John Lanni, COO and Co-Founder of Currito



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Virtual Next is a provider of digital store cards that work with digital wallets for restaurant chains and retailers.