



QWASI
Innovation Realized™



QWASI TECHNOLOGY SELECTED BY KRISPY KREME TO DEVELOP A CUSTOMIZED LOYALTY AND REWARDS PROGRAM

QWASI AND NCR PARTNERED TO BUILD A LOYALTY APP FOR KRISPY KREME TO INCREASE ENGAGEMENT BY CUSTOMERS AND OFFER PERSONALIZED EXPERIENCES WITH LOCATION-BASED CONTENT



CHALLENGE

Encouraging customers to engage with the company's loyalty program and take advantage of digital offers and resources

More customers are utilizing rewards programs and point systems to redeem offers and engage with brands. Krispy Kreme wanted to elevate their app and find ways to 'surprise and delight' their customers with personalized content and mobile experiences .



"Our goal in developing Krispy Kreme Rewards was to give back to our loyal guests with the highest-quality doughnuts and coffee through one of the most versatile and generous loyalty programs."



SOLUTION

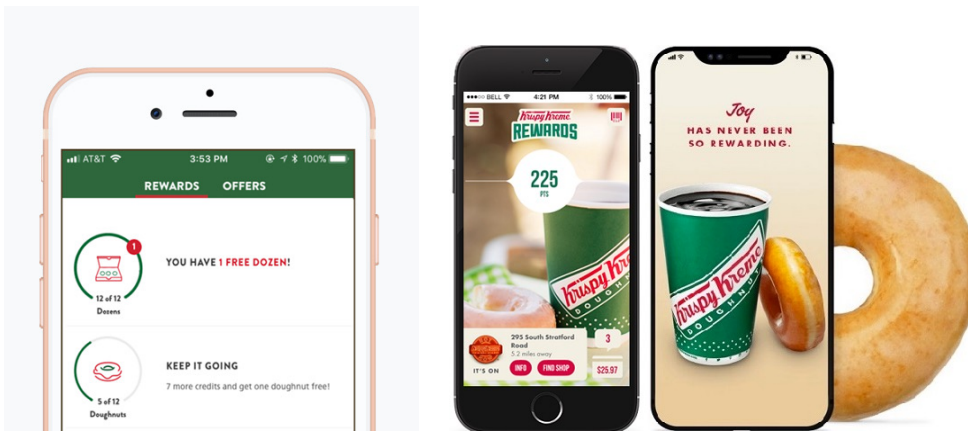
Giving customers the ability to use their mobile devices to redeem rewards, interact with loyalty activities, and receive push notifications for promotions

QWASI helped Krispy Kreme to implement an interactive customer loyalty program that allowed customers to purchase through mobile, and receive offers based on location, weather, birthdays, and purchasing behaviors. The interactive rewards app gave Krispy Kreme a highly engaged audience that engages in relevant conversation through optimized mobile moments, real-time communications, and digital experiences.

DWAYNE CHAMBERS

CHIEF MARKETING AND INNOVATION OFFICER



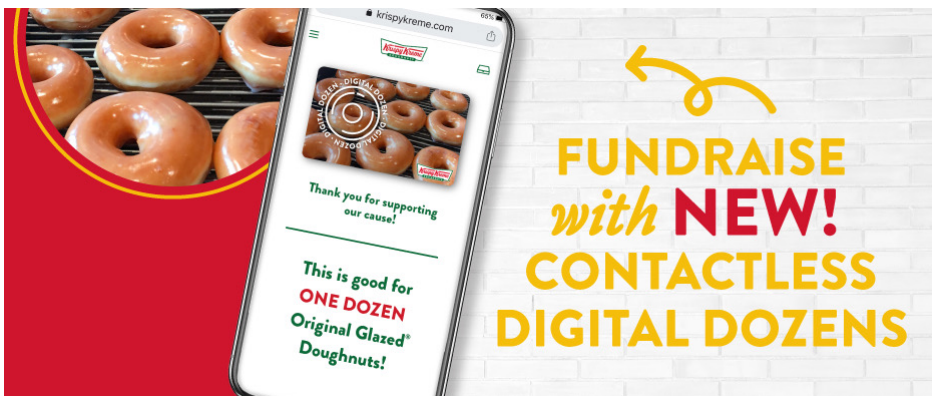


RESULTS



- +111% growth in customer database and retention
- +7% increase in same-store sales from the app
- +Revenue growth and increased promotion opportunities

QWASI Technology’s activation of Krispy Kreme’s mobile platform increased engagement with the brand and drove customer acquisition and database growth. QWASI Technology’s mobile solutions have helped Krispy Kreme continue to build its marketing strategy and refine elements of the rewards program for greater involvement. This activation led to more than 1 million customers downloading the Krispy Kreme app in 2015, with 95% of those users keeping push notifications active to be able to receive immediate offers.



86%

of consumers say personalization plays an important role in their buying decisions, and 87% of shoppers said that when online programs personalize, they are driven to buy more.

ANNEX CLOUD

81%

of Millennials say being a member of a rewards program encourages them to spend more with the company, especially if a points redemption system is involved

KPMG

132%

Brands that actively engage customers with a joint strategy between purchases, loyalty points, and available rewards see an average of 132% additional uptake.

QWASI

ABOUT

QWASI is the software leader in Mobile Innovation, creating Smart Spaces and building COVID safe touch free experiences for leading brands across Hospitality, Travel, Sports, Entertainment, Retail, CPG, Healthcare, Pharma, Education, and the Government Sector.

