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Tillster's Digital Coupons and Loyalty Index Reveals Increasing Demand for Rewards

Study illustrates growing role of digital coupons and loyalty programs in restaurant customers' habits

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LOS ANGELES, July 9, 2018 /PRNewswire/ -- In its new Digital Coupons and Loyalty Index, Tillster -- the global leader in digital ordering and engagement solutions for restaurants -- examines how a restaurant's digital coupons or loyalty strategy can help them to grow sales and engage with customers. The index showcases how QSR and fast casual customers are increasingly motivated by digital coupons and rewards.

For the second year in a row, Tillster partnered with esteemed research firm SSI to conduct the study on the digital coupons and loyalty program usage of more than 2,000 QSR and fast casual customers. The Digital Coupons and Loyalty Index summarizes the proprietary study's key findings, studying trends from the last year and looking ahead to the next year. One significant finding from the study is that more than 80 percent of all QSR and fast casual customers would visit a restaurant more if digital coupons were offered or if they were part of a rewards program.

"We facilitate more than 50 million orders a year, for many of the largest restaurant brands in the world," says Perse Faily, CEO of Tillster. "It's clear that digital savings are no longer just for the tech-savvy or for the price-conscious. App-based rewards are today, as our study shows, an important driver of brand loyalty and a growth opportunity in QSR and fast casual dining."

Digital Coupons Drive Change in Customer Behavior, Restaurant Visits

Digital coupons are playing an increasingly important role in influencing customer choice. The Tillster Index found that a significant percentage of customers would choose one brand over another or would try a new brand if a digital coupon were offered. Additionally, loyalty and rewards programs are driving restaurant visits across all age groups and income brackets.

Usage of Digital Tools

While consumers always trend towards a good deal, the Tillster Index highlights the importance of deploying digital coupons and loyalty programs at the right times and places to help restaurants drive incremental revenue, reward loyalty and target personalized offerings for greater effect. To see key stats on how digital coupons and loyalty programs are best deployed, download Tillster's full [Digital Coupons and Loyalty Index](#).

About Tillster

Tillster is the global leader in powering online ordering and delivery solutions for restaurant brands looking to increase revenue and achieve operational efficiencies. Enabling nearly 50 million digital orders per year, it offers the added dimension of integrated marketing and data mining so that restaurants can realize more orders, more often, more ways. With teams in the U.S., Europe and Asia, Tillster serves more than 100 global and regional brands, including Burger King, Baskin-Robbins, McAlister's Deli and Pizza Hut. For more information, please visit <http://www.tillster.com>.

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