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MCALISTER'S DELI PARTNERS WITH TILLSTER TO IMPROVE CUSTOMER INSIGHTS & GUEST EXPERIENCE

02/23/2018

Tillster, a provider of digital ordering and engagement solutions for restaurants, announces the launch of a consolidated digital ordering and CRM program for McAlister's Deli, a fast casual chain home to handcrafted sandwiches, always-fresh salads, giant stuffed spuds, and McAlister's Famous Sweet Tea. With this unified solution, McAlister's Deli can leverage the Tillster technology infrastructure to better understand its customer base, improve the quality of guest touch points, and ultimately provide a superior guest experience.

Beginning in 2017, McAlister's partnered with Tillster to modernize its CRM efforts. This database enhancement combined with targeted email content, push notifications and ongoing tests have more-than-doubled email open rates and significantly improved app engagement. These programs over time will enable McAlister's to contextualize communications and serve content at the right moment to delight guests even more.

At the end of January 2018, McAlister's made its most significant move leveraging Tillster's technology, by launching a redesigned mobile app. This latest update not only improved the guest ordering experience, but introduced a new surprise-and-delight rewards program where guests receive rewards via the

McAlister's Deli app and can redeem them through a mobile order or in-restaurant. This new program surprises guests with offers for the McAlister's favorites they know and love, and allows McAlister's the ability to unify digital and in-store transactional data. These added capabilities provide McAlister's with an even better understanding of its guests, allowing more targeted communications and offers, while guests receive a simplified app ordering experience.

"At McAlister's, we've always been focused on genuine hospitality and providing our guests a little something extra," says Paul Macaluso, president of McAlister's Deli. "Our enhanced mobile app and rewards program are the next steps that allow us to extend that hospitality outside our doors and consistently thank our loyal guests in a way most accessible to their daily lives. We look forward to understanding how our guests engage with McAlister's technology and uncovering new insights provided by Tillster."