

Nation's Restaurant News

What customers want: digital convenience

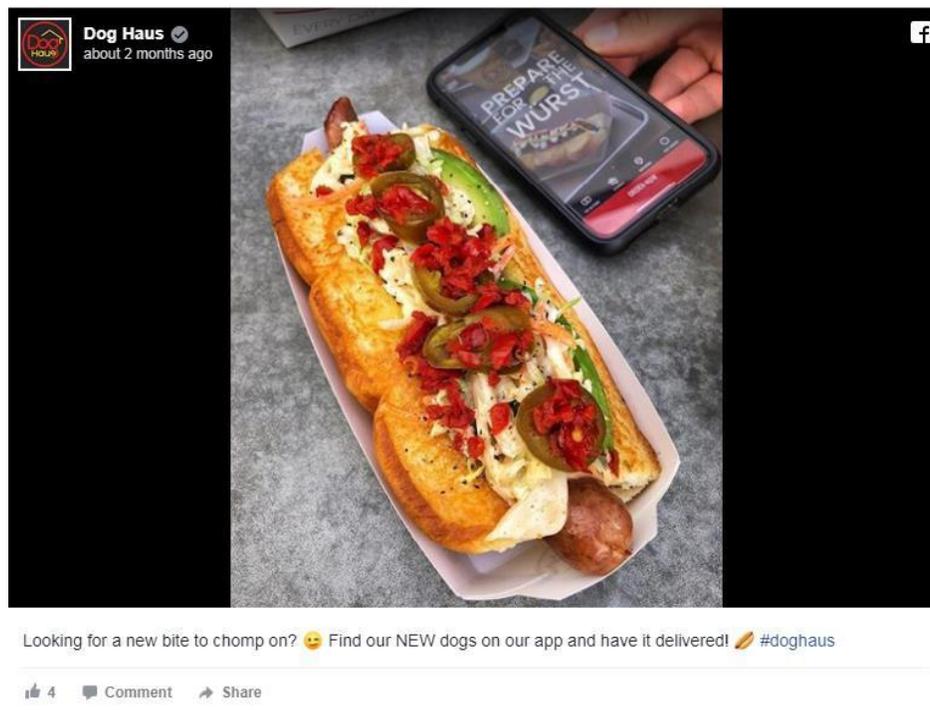
Digital orders grew 23 percent in 2018, says The NPD Group
Fern Glazer 1 | Feb 13, 2019

Last July, Dog Haus launched its first mobile app, which allows customers to order, pay, get delivery, as well as track loyalty points, save favorite orders, and perhaps most importantly, provide key data to the Dog Haus team.

“We had to do the app for the convenience of the customer, to be in their pocket at all times and to get the data,” said Andre Vener, a founding partner of Dog Haus.

With access to key customer insights such as ordering behavior and order location, Dog Haus is able to better market and advertise to customers where ever they place orders, as well as provide relevant — rather than random — rewards.

“We’re not bombarding people with stuff that’s not relevant to them,” said Vener. “We’re not sending promotions to the whole list.



To inspire customers to sign up for the app, Dog Haus migrated its loyalty program to the app. Customers not on the app can't get the rewards, which have included traditional LTOs, as well as "surprise and delight" freebies sent to a random group of users, and non-food items, such as tickets to local concerts and events.

So far the app has 20,000 users whose average check is \$20.33, compared to the average in-store check of just \$13.77.

"At Dog Haus, we don't believe in upselling at the register. You start pushing people and it's not a good experience," said Vener. "But in the digital space, [the mobile app] can do it without offending anyone."

With the mobile app orders and online orders accounting for about 20 percent of business and growing, Vener and his team decided to hire a dedicated staffer to manage it all.

"We can see how important that business is," added Vener.