



Personalization Software for Marketers

Case Study | Franchise Retail

Organic fast food concept Fresh City deployed Boingnet mobile QR codes to help drive repeat sales for their burgeoning catering business for local franchisees. Boingnet QR's helped to create loyal, repeat online customers.



## Fresh City Restaurants

### About Fresh City

- [www.freshcity.com](http://www.freshcity.com)
- Boston, MA
- 12 independently owned and operated franchise locations

### Goals

- Build franchise specific loyalty with the recently launched catering program via mobile initiative.
- 3% rise in repeat catering orders.

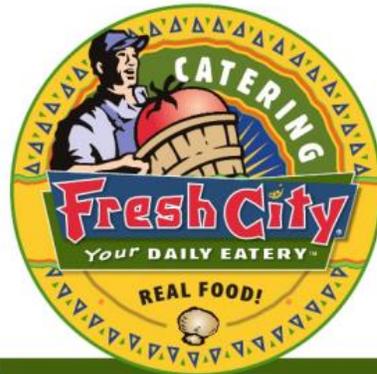
### Approach

- Generate franchise specific QR codes to be printed on flyers for placement in catering bags.
- QR code redirects to franchise specific online catering ordering web pages
- Boingnet Analytics tracking the scans, with statistics blended with POS transactional data for closed loop sales statistics.

### Results

- Built & ran campaign without IT support
- 4.5% first month rise in repeat catering orders directly tied to QR scans
- 8-10% rise in monthly repeat orders as the program matured
- Franchise specific loyalty derived from convenient easy way to place orders on a repeated basis.

Fresh City marketers had a problem on their hands. Their recently launched catering business wasn't generating repeat orders as hoped. Location specific loyalty became the new goal for the catering program.. Working with Boingnet, Fresh City developed a mobile QR campaign for their participating franchises to use that made it so easy for their customers to order online, they saw an immediate spike in repeat catering sales. "We set a corporate goal for a 3% rise in catering sales as a result of the campaign. The first month after the campaign was launched, our locations saw a 4.5% rise in repeat catering orders, and up to 8-10% in subsequent months, all tracked online via Boingnet Analytics and our POS system" said Pete Minich, VP Operations, Fresh City. "By directing the customer directly to the franchise specific online ordering page, the QR codes tied together our mobile and loyalty goals all in one program."



▶ **Free delivery** ▶ **Fresh & healthy**  
 ▶ **Vegetarian and gluten free menu items available**  
 ▶ **Soup, Salad, Sandwich, Burritos, Stir Fry**  
 ▶ **Meetings, breaks, outings, birthdays**  
 ▶ **Just one EASY phone call to one of our experienced catering experts is all it takes**  
 ▶ **508-875-5750**

**Whatever the Event, We do it All!**