



Randy's Donuts Experienced Significant Loyalty Boost with an Integrated Solution

History

Randy's Donuts, an iconic landmark based out of Inglewood, California, is known for its delectable treats and rich history dating back to 1951. The distinctive giant donut perched atop the original bakery has earned Randy's the title of "the most recognized donut shop in the world." Its frequent appearances in movies, television shows, and brand advertising solidify its status as an unquestionable icon of 1950s Los Angeles.



What began as a single location in Westmont has since expanded to 37 locations across the globe, including the United States, Philippines, Saudi Arabia, and South Korea.

As the family-operated brand expanded, it was time to reinvent their loyalty program too. Fortunately, with Revel's modern and flexible order management platform, Randy's Donuts has leveraged an open API framework to directly integrate loyalty with their versatile tech stack.

The Challenge

With its renowned status, Randy's Donuts required an equally memorable loyalty experience for its customers. The absence of a direct integration between SpendGo, their chosen loyalty provider, and their Revel order management platform presented operational challenges and a disjointed consumer experience, such as difficulties attaching loyalty to in-store orders and inconsistent reporting.

Through Revel's Open Loyalty program, a third-party integration framework that allows loyalty solution providers to integrate directly with Revel's order management platform, the growing donut chain was able to remedy this operational gap. Direct integration has allowed Revel's platform to become the single source of truth, seamlessly connecting to SpendGo and providing Randy's Donuts with accurate back-end reporting, minimized in-store complexities, and an exceptional consumer experience.

The Revel Solution

Revel's Open Loyalty program addressed the operational challenges Randy's faced, providing a seamless solution for loyalty program management. Leveraging the integration, Randy's streamlined the process of attaching loyalty to in-store orders, reducing the instances of manual adjustments, and enhancing customer satisfaction. With dedicated support from Revel and SpendGo, Randy's navigated the implementation process smoothly, despite the unique challenges posed by the varying configurations of each store location.

"The process was so much easier than I expected, especially with Revel's amazing product and support teams assisting every step of the way,"

Ashley Kelegian
Owner and Vice President,
Randy's Donuts

Over the course of six months, Randy's locations implemented the direct integration across 15 of its stores. The brand's employees found the integrated system intuitive and user-friendly, leading to increased adoption rates among customers.

In fact, **Randy's establishments experienced a loyalty attachment surge of up to 32% across various locations.** The simplified process of signing up for the loyalty program enhanced the customer experience, contributing to greater satisfaction and engagement.



"Everyone is really happy with the integration. The cashiers are actually asking if customers want to add loyalty. Even if they forget, customers can see the option on the [customer display] screen. The process for the customer has been extremely simplified," said Ashley Kelegian.

With loyalty attachment rates steadily increasing across all locations, Randy's witnessed a positive impact on their bottom line. The seamless integration not only saved costs on additional middleware but also empowered Randy's to effectively promote and leverage their loyalty program to drive repeat sales and customer engagement.