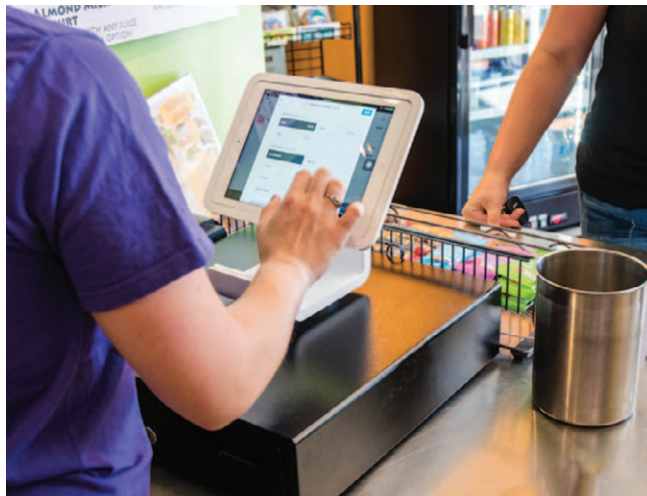


CASE STUDY: Keva Juice

An innovative US-based juice retailer enhances growth with an innovative, slick digital loyalty program

Keva Juice makes delicious smoothie and juice blends at 22 retail locations across the U.S. Their loyal patrons look at Keva as much more than a snack or drink; it's simply the best smoothie out there. Keva's revenues have been growing strong – a 30% increase over last year. A big part of this success comes from their ability to easily stay in touch with customers while keeping costs low.

After the recession of 2009, Keva decided to use digital services to help grow its business. To communicate directly with their customers, Keva decided to use their mobile POS's digital platform to give customers the option to receive email marketing communications at time of payment. This allowed Keva to send tailored promotions through automated campaigns such as birthday promotions and product discounts. "Doing this saved us so much time! Everything runs in the background, allowing us to use the time for other pressing business items," said Gary Thomas, CEO of Keva Juice.



Keva discovered that its previous paper-based loyalty program was prone to fraud. "We noticed the paper punch cards were sometimes copied and manipulated." So Keva started using their payment provider's digitally based punch-card loyalty program, which quickly grew its program to 35,000 customers. "When customers drive near our store, they get reminders letting them know of their rewards status. In a short time, over 204,000 punches have been issued with over 6,800 rewards redeemed."

Keva mentioned that its revenue increase is largely due to the digital tools they use. "Technology and digital tools have helped us to run our stores so much more efficiently. We are so glad we decided to try these services," said Gary.

