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Mag Stripe Saves Time and Tracks Redemptions 2011 Direct Mail Marketing Campaign

Challenge:

A restaurant chain with over 30 locations wanted to simplify their current gift card redemption process. They wanted to give their servers the ability to simply swipe gift cards at the register without needing to take the time for a manager to come over and honor the discount.

Solution:

The restaurant launched a direct mail campaign with Triadex Card Mailers. A Mag Stripe was added to all cards.

Results:

- The servers were able to easily and quickly redeem the gift cards
- Redemption rates were tracked electronically
- The servers were able to turn over tables more quickly which resulted in higher revenues

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