



# How PizzaExpress & JuicySuite Revolutionized Loyalty with Google Wallet

## Our Partners

PizzaExpress, a globally recognized casual dining brand, partnered with JuicySuite, a leader in loyalty and marketing solutions, to digitally transform its customer loyalty experience. The goal was to increase retention, boost activity, and streamline operations through a modern loyalty program.

## The Challenge

**Customer Friction:** Reliance on a physical loyalty card created a frustrating and disjointed customer experience, limiting engagement.

**Disconnected Data:** The lack of a real-time digital solution resulted in data silos that prevented accurate tracking of customer behavior, limiting the ability to deliver personalized promotions and optimize restaurant operations.

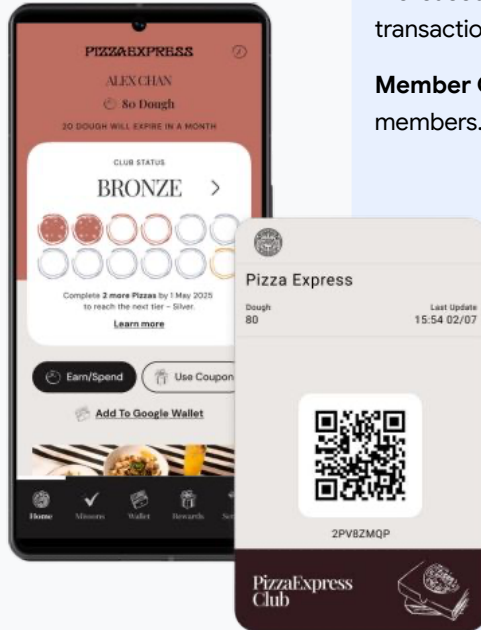
## The Solution

JuicySuite partnered with Google Wallet to launch a digital clubcard for PizzaExpress. This solution enabled customers to digitally sign up and save the loyalty card with a single click. This digitization immediately provided PizzaExpress with real-time customer analytics and personalized engagement capabilities.

## Outcomes

**Increased Spend:** Loyalty members with the digital pass spend **25%** more per transaction in Average Order Value (AOV).

**Member Growth:** The program expanded **5.5 times**, growing from 15k to over 103k members.



**Chris Cheng**

Co-founder & Head of Growth | JuicySuite

*"Our mission was to simplify the loyalty experience for our partners, and the PizzaExpress Clubcard on Google Wallet is a perfect showcase of how we can achieve that."*



**Joyce Lau**

Regional Director | PizzaExpress

*"Customers love the convenience of accessing their PizzaExpress Clubcard on their phones, which has significantly boosted engagement and satisfaction."*