

IT TRATTORIA increases loyalty participation growth and strong adoption with Google Wallet

The Company:

The mission of IT Italian Trattoria is to showcase authentic, family-style, and modern Italian cuisine by combining high-quality ingredients sourced from Italy with a warm, welcoming atmosphere. With 67 locations across France, the brand is committed to offering an indulgent dining experience that's accessible to everyone, without ever compromising on freshness or portion size.

The Challenge:

Before integrating the loyalty card into Google Wallet, the identification process at checkout was sometimes lengthy and cumbersome — for both customers and staff. This lack of fluidity limited engagement and reduced the frequency of loyalty program use, occasionally leading to frustration and a less seamless customer experience.

Partnering with ZEROSIX

Loyalty participation up

+25%



ZEROSIX



ITALIAN TRATTORIA

The Solution:

IT Italian Trattoria streamlined its customer loyalty journey by adopting the ZEROSIX loyalty program, seamlessly integrated with Google Wallet.

Adding the loyalty card to the Wallet makes the customer experience effortless: with a single gesture, guests identify themselves at checkout for a smooth, intuitive interaction. This ease of use significantly reduces checkout time and minimizes training needs for restaurant teams.

"Since introducing Google Wallet into our loyalty program, the time our teams spend briefing customers at checkout has dropped dramatically."

Charles Dubern

Marketing & Communications Director
IT TRATTORIA



The Results:

"Since the rollout of Google Wallet, **the number of restaurants actively participating in the loyalty program has increased by 25%**, driven by a stronger understanding and adoption of the system among staff.

To date, 46,207 Wallet cards have been downloaded — **representing 45% of all loyalty program members** — a strong indicator of how well the solution has been embraced.



Google Wallet