

CASE STUDY

RESTAURANT & BAR

How J. Theodore used kiosk check-in and text coupons to keep serving guests through the pandemic

J. Theodore Restaurant and Rare Books Bar · Frisco, Texas

2014

Service start date

Frisco, TX

Location

1,300+

Total opted-in contacts

30%

Coupon redemption rate

THE RESULTS

J. Theodore Restaurant and Rare Books Bar used a variety of iVision Mobile text marketing tools as part of its overall mobile strategy. The combination helped the owner generate critical additional revenue and keep serving customers during the pandemic shutdowns and stay-at-home orders put in place by local government.

TOOLS USED

- ✓ Digital kiosk check-in
- ✓ Waitlist management
- ✓ Mobile coupons
- ✓ Text message broadcasts

**On site: kiosk check-in and waitlist**

The kiosk check-in manager and waitlist features engaged guests, managed occupancy and the waitlist, encouraged social distancing and delivered mobile coupons. Restaurant coupons saw a **30% redemption rate**.

**Off site: coupons and live music alerts**

The restaurant regularly sent mobile coupon offers and weekly live music showcase alerts to its opted-in subscribers, giving guests a reason to come back.

ABOUT IVISION MOBILE

Since 2006, iVision Mobile has helped businesses, organizations and agencies reach customers by text. Its platform combines SMS and MMS marketing, a digital loyalty kiosk and two-way messaging, with 45,000+ users and 3.5B+ messages delivered.

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