

Jane

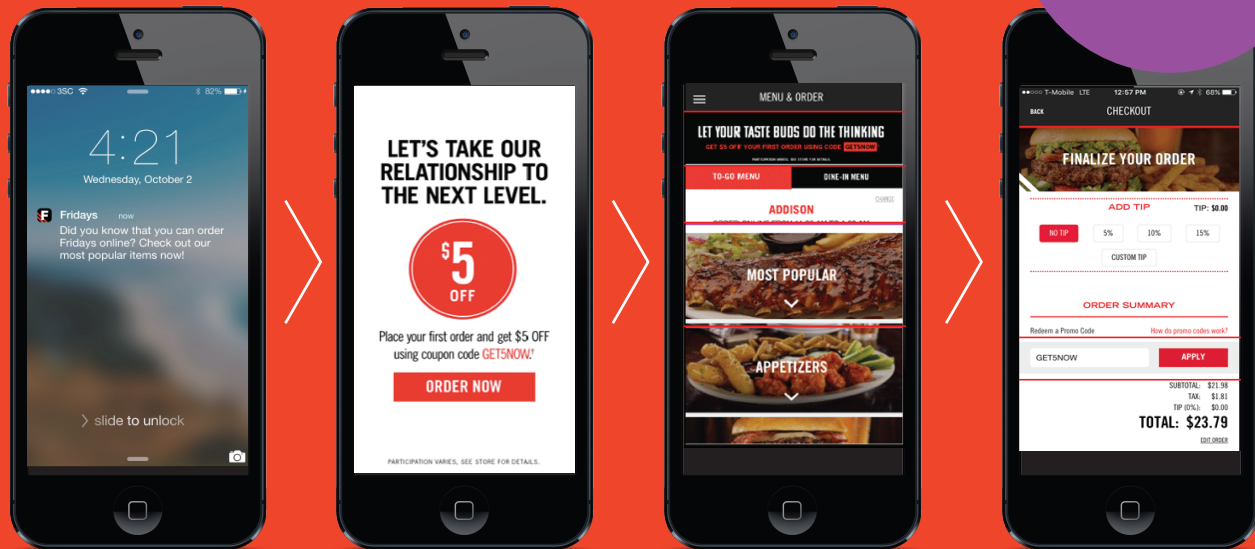


She's never placed an online order

FIRST ORDER

3.8x

higher conversion rate than non-personalized



Jane receives a push notification with an OLO message

BUILDING AN OMNIPRESENT FRIDAYS EXPERIENCE

Kelly

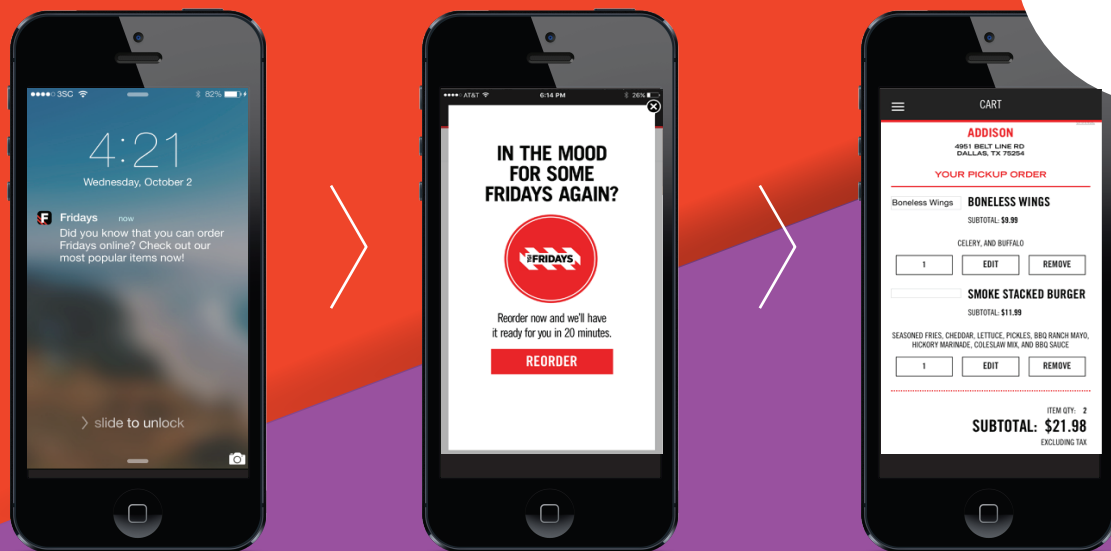


She placed an online order at 5 p.m. last Tuesday

RESUBMIT/REORDER

35%

Conversion Rate

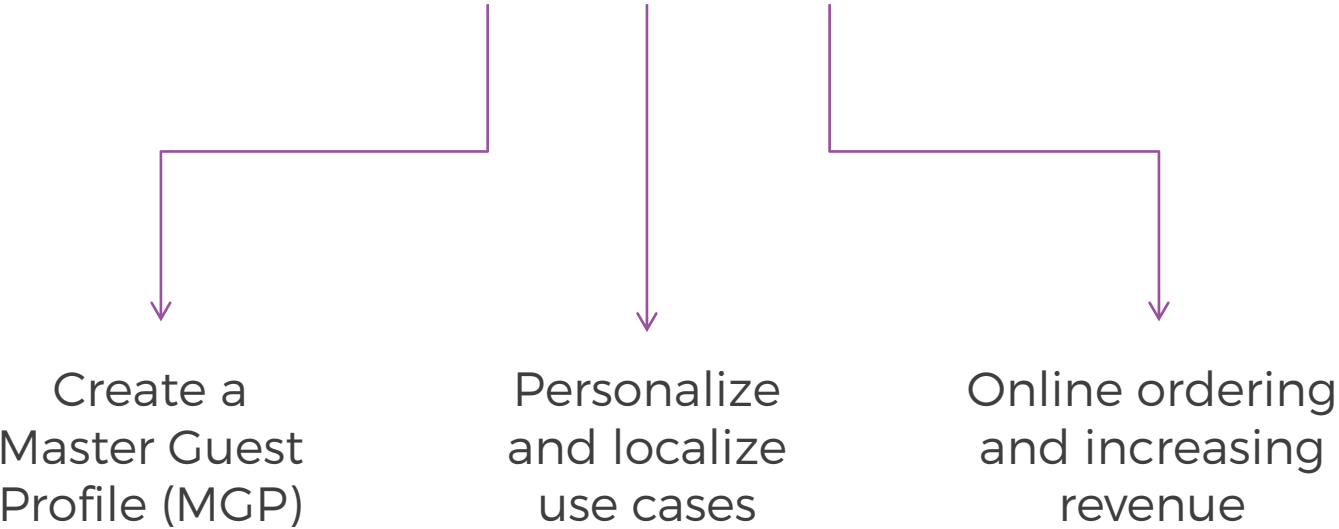


Kelly receives a push the following Tuesday at 4 p.m. to easily "Re-Order"



HOW TGI FRIDAYS IS USING MOBILE COMMERCE AS A DRIVER FOR DIGITAL TRANSFORMATION

DISPARATE CUSTOMER DATA



MASTER GUEST PROFILE

Using multiple data sources, our solution will enable delivery of relevant content, offers, products, and recommendations to customers



PHASE ONE

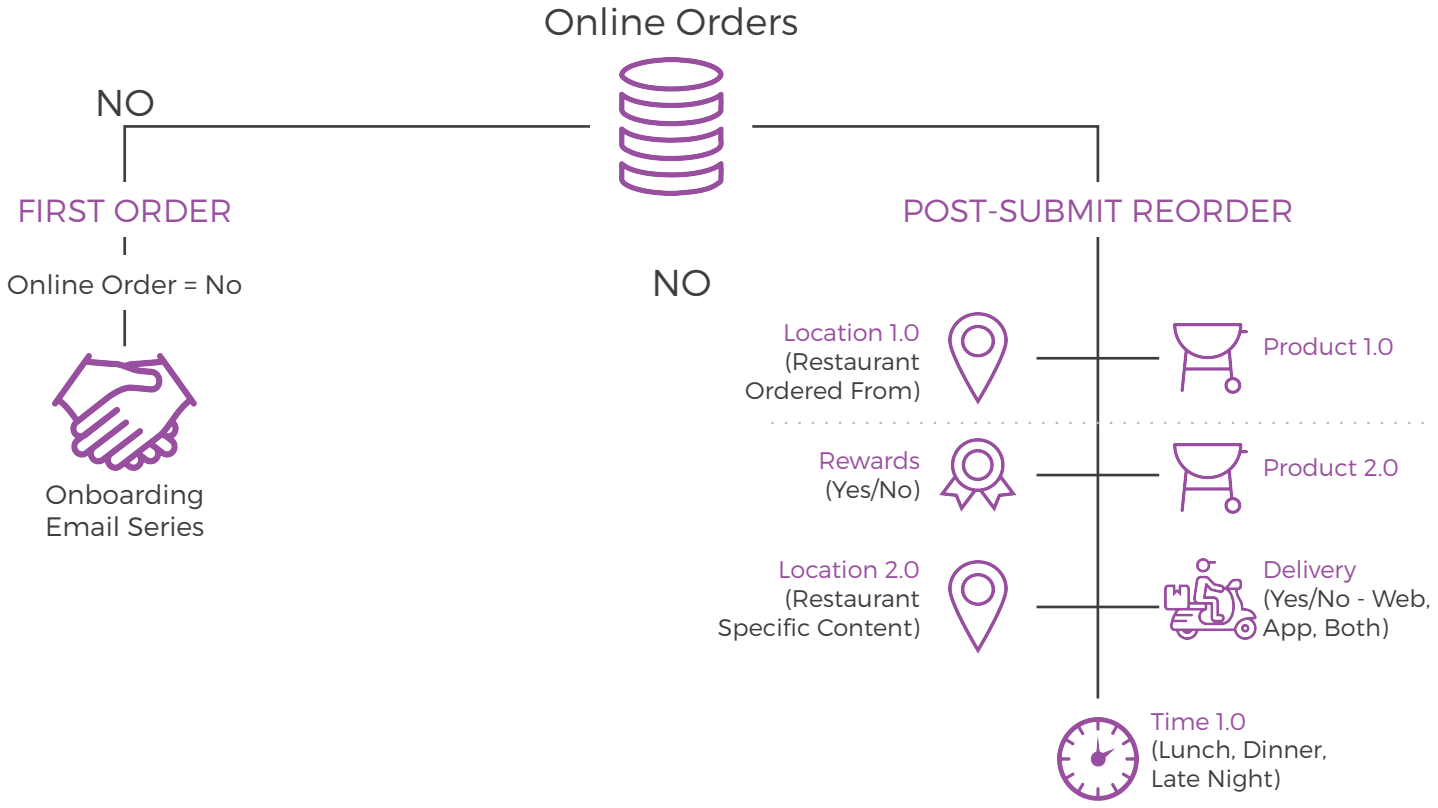
Integrate all of Fridays' owned customer data as well as online digital experience tracking into the MGP

PHASE TWO

Using the MGP, activate personalized use cases:

- First order
- Post-submit/reorder

MASTER GUEST PROFILE VALUE



GROW MASTER GUEST PROFILE TO INCLUDE SOCIAL, LOCATION, PREFERENCE CENTER