



How a Global Family Restaurant Chain Streamlined Their Loyalty Program

GCA and Ping transformed a loyalty program to simplify the process for retailers and customers alike.

Executive Summary

Having complete control over your data is absolutely critical when it comes to identity access management (IAM). With our partnership with Ping Identity, we offer a secure and user-friendly experience tailored for retailers and restaurant chains in search of their own identity stores.

GCA recently worked with a global family restaurant chain to help them gain control over their identities as part of their loyalty program, and, in the process, improved upon the customer experience as well.

Previously Stuck in a Disjointed Vendor Lock

The restaurant chain previously utilized separate vendors for their website, which housed their online ordering program, and their loyalty program. This created a disjointed experience for restaurant staff and customers alike, since it required two separate logins.

Additionally, the restaurant faced a vendor lock with the loyalty program provider, thereby restricting their ability to access or manage user identities. When customers completed the information for the rewards program at the restaurant, they received loyalty rewards cards and were enrolled in the program. However, their information was not technically incorporated into any databases the restaurant actually owned.



How GCA Used Ping to Unlock Doors for the Restaurant

Utilizing PingOne DaVinci, this global restaurateur solved their vendor lock and granted them access to their identities. With Ping, everything from both vendors is run through the platform — meaning the restaurant can now import and save customer data in Ping, which they have control and ownership over.

The single sign-on experience enables seamless login between systems, empowering users with the convenience of a single username and password. This eliminates the hassle of managing multiple credentials, as the system now centralizes user information.



A Streamlined Login Process for Customers

Loyal diners are reaping the benefits, too. Upon customer login, Ping performs an account verification check. If no account is found, the workflow seamlessly guides users to the loyalty rewards program. Now, previously registered user information from their rewards program can be effortlessly accessed if they signed up at the restaurant. Users will only need to verify their email and set a new password to create the registration process.

Looking Forward

Now that the restaurateur's loyalty program is set up with Ping and they no longer have a vendor lock, this opens up doors for them to continue to expand upon the program. In the future, if the restaurant finds another vendor with a feature they'd like to implement company-wide for their customers, then they can easily add the account to Ping as an application rather than give all of the identities over to a third party.

Revitalize Your Loyalty Program with GCA

Are you a retailer or restaurant looking to revamp your loyalty program experience?

Contact us today to see how we can streamline your program with a free demo.

Contact Us