

Sales Promotion Program

Shoney's Restaurants

Company Background

Shoney's is a chain of family oriented restaurants with more than 320 locations in 21 states. Founded in 1947, Shoney's offers full table service and features daily buffets for breakfast, lunch and dinner.

Challenge

Shoney's wanted to increase traffic and sales for featured items, such as seafood dishes and the nightly buffet at the company's 140 wholly-owned restaurants. Each restaurant has approximately 50 employees.

Solution

Shoney's and GiftCertificates.com™ worked together to develop a Sales Superstars themed incentive program that would be versatile enough to be used for various promotions and contests.

Each six-week to eight-week contest rewards employees for driving increased sales of a featured item. They received SuperCertificate® REWARDS valued from \$25 to \$100. Contests are designed to encourage employees in a restaurant to compete against one another or to work as a team, competing against other restaurants.

Shoney's measures the success of each competition by comparing final sales numbers with either previous sales figures or projected sales figures for new items. During the program, SuperCertificate® REWARDS were presented weekly to the restaurant or employee with the largest total percentage of sales. At the end of each contest, a final reward was given to the participant or restaurant with the best cumulative performance.

Results

Just one year after beginning the ongoing Sales Superstars program, participating Shoney's restaurants experienced a rise in sales.



From the Source

"Our employees responded extremely well to the SuperCertificate® REWARDS. Many of our employees tell me that the certificates are more motivating and rewarding than cash, and they love the choices they have when they go to redeem their certificates online. With the help of GiftCertificates.com's sales team, it has been easy to design and implement a program tailored to our specific needs."

David Stidham
Senior Director of Marketing
Shoney's

Program Results

Shoney's completed three individual contests in the first year with excellent results:

- **Nightly Buffet Promotion:** Employees and managers were asked to promote the buffet to customers during this eight-week promotion. Sales rose 16% over the previous year.
- **Seafood Promotion:** During this seven-week program, employees and managers were challenged to increase sales of Shoney's seafood dishes. Sales rose 18%.
- **Holiday Gift Certificate Promotion:** Shoney's rewarded employees for encouraging sales of Shoney's gift certificates. Sales increased 20% compared to the previous year.