Build Burger King Royal Perks Program with Voucherify

Reengineering Burger King's Royal Perks loyalty program with Voucherify

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The business challenge

Burger King's Royal Perks program went beyond typical loyalty programs by focusing on what customers appreciate the most. The pace of the program's development and launch were impressive. However, based on the experience of over 400 Voucherify clients, we know that managing the program, controlling the budget, and keeping the lightspeed pace of introducing new features can be challenging. This is why we have created an API-first Promotion Engine that offers a wide range of options, including promo codes, gift cards, referrals, and loyalty programs – all with a marketer-friendly UI.

Voucherify can be used as as a backend system for the Royal Perks program. This guide describes the way Voucherify can be used to recreate the program. The integration covers all features present in the existing solution and provides even more options with unlimited flexibility, at a fraction of the cost. The simplicity of this process is provided by our API-first approach that makes Voucherify easy to start with, test, and debug.
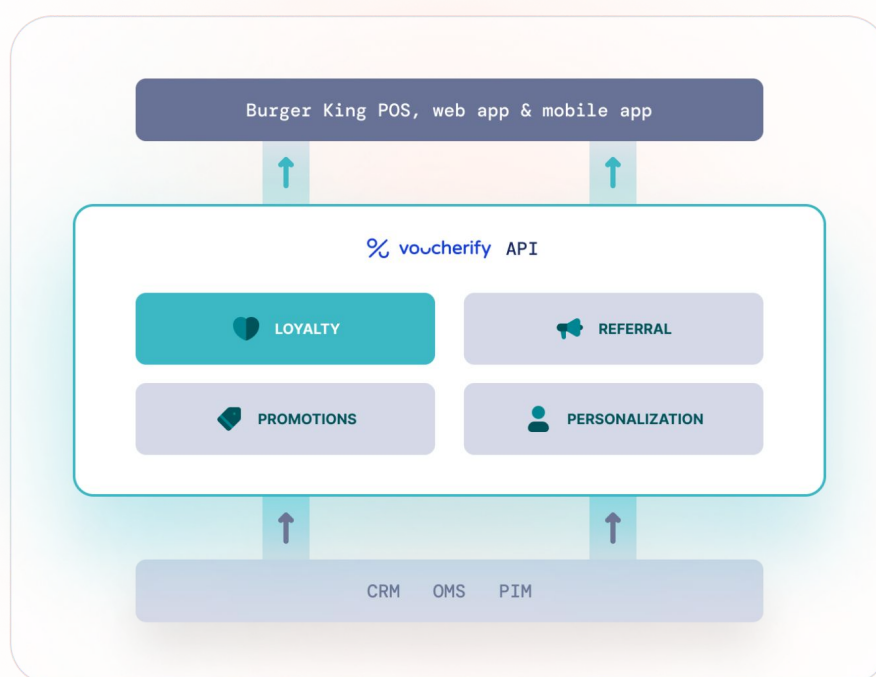
Enrollment & customer profiles

How Burger King does it?

Burger King makes it easy for customers to join the program. Customers can join either by signing up on the Burger King mobile app or via the Burger King website, by filling out a joining form.

How to do it with Voucherify?

Voucherify can be integrated with any frontend. If you want customers to join the program by filling out a form, you can use add member API and trigger it when a customer fills out the form. Voucherify also offers sign-up landing pages. Optionally, thanks to the auto-join option, customers can be automatically enrolled in the program after performing a reward action. To prevent fraud and block the possibility of having and collecting points on numerous cards, you can allow assigning only one card per customer. Thanks to this option, a single member can have only one loyalty card.

How to manage customer data?

You decide what kind of customer data is required to join the program. Voucherify does not require any PII data. As a minimum, Voucherify needs a customer ID that allows for unique customer identification. Customers can provide more data later, not upon the enrollment process, making it quick and easy to join.

To update customer data, you can use the update-customer API. Besides basic attributes (like name or email address), it is possible to build member profiles on top of custom properties thanks to metadata.

Once the customer is enrolled, a loyalty card is assigned to the profile. The card is represented in Voucherify in three formats: text, QR, and barcode. By using barcode or QR codes, it is possible to scan the loyalty card in physical locations.

If the customer would like to resign from the program, the loyalty card can be deactivated and customer data removed. Voucherify is GDPR-compliant, so if needed, customer data can be permanently deleted from the database.

Communication with customers

How Burger King does it?

Royal Perks loyalty program works on both BK mobile app and website. Both have the same style of design and provide the same experience and information to members. Customers can collect and redeem rewards on the website, mobile app, and in the restaurants (they can upload the bills to the online system to collect points and use them at the participating restaurants by telling their 6-digit loyalty card code to the sales assistant).

How to do it with Voucherify?

To communicate with customers, you can use a built-in Distribution Manager to automate communication across various channels, such as SMS, email, or webhooks. You can also use our built-in integrations with tools like Braze, ActiveCampaign, Intercom, MailChimp, and others.

With Voucherify, you can ensure GDPR compliance. In addition, you can easily manage marketing permissions and allow customers to decide what kind of communication they want to receive (promo offers, newsletters). Customers' consents can be managed via the update-customer's-consents API.

Reward actions (Earning rules)

How Burger King does it?

Royal Perks program is point-based. They offer 10 points (Crowns) per each $1 spent that the customers can exchange for items from the Rewards Catalog. They simply have to add items from the Rewards Catalog to their order. BK Rewards Catalog shows all the rewards but the ones that the customers cannot afford at the moment are displayed as "locked".
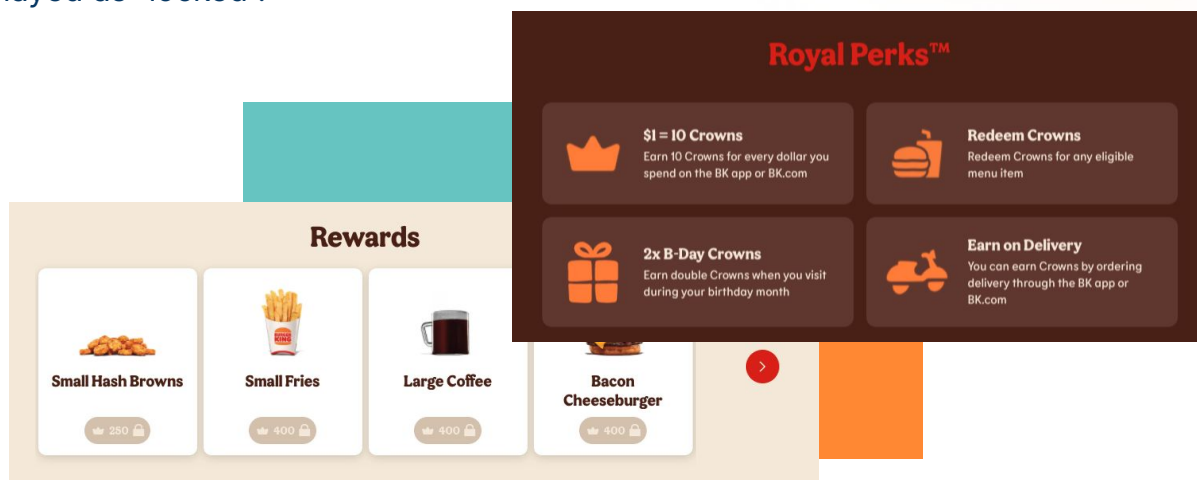
How to do it with Voucherify?

Voucherify supports point-based programs. Points can be calculated as a fixed amount (X points for action) or proportionally (per $1 spent, for example). You can reward members for placing orders as well as for any custom activities, like following you on social media. Voucherify allows you to set up multiple earning rules that can work simultaneously. It means that numerous earning rules can be applied to a single order, and as a result, multiple points can be collected.
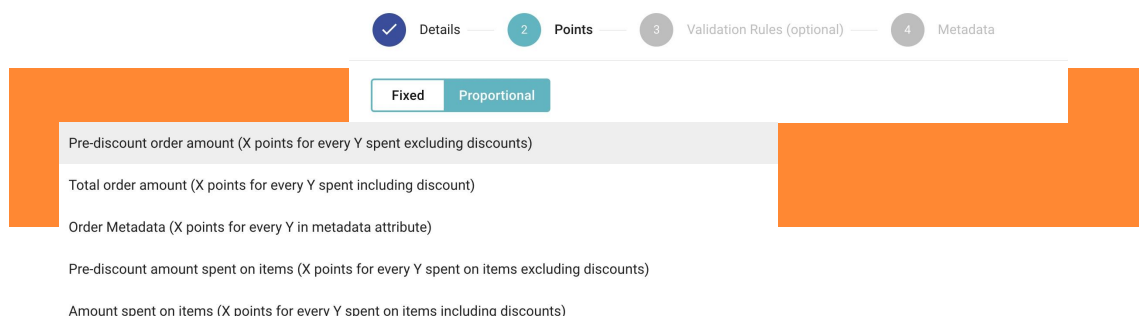
Earning rules calculated proportionally to the order total can be easily set in Voucherify. For instance, 10 points can be earned for every $1 spent, without considering cents, so when the customer places an order for $2.76, s/he will get 20 points. To allow earning points on cents, for example, the tenth of a dollar, the earning rule should be built to give 1 point for every $0.10. Then in the following example, for a $2.76 order, the customer will get 27 points. Voucherify supports earning points based on the order total, excluding discounts.

Point accelerators

Point accelerators can be handled by defining time frames on earning rules. In Voucherify, you can set a start and end date when the given rule is active. In addition, you can set repetitive periods and days of the week when a given rule is active.

Birthday bonuses

Burger King offers a "Birthday Bonus" – customers can earn 2X Crowns through the full month of their birthday on all eligible transactions. It is a great way to boost customer engagement and loyalty.
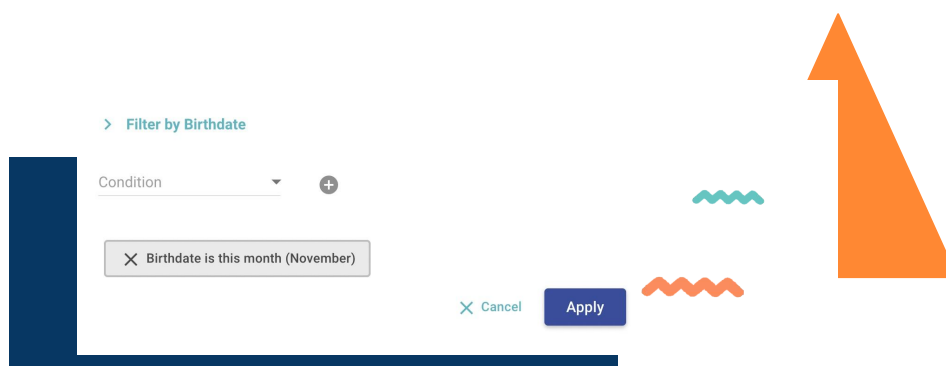
You can use segmentation to cover the birthday bonus. You can create a segment with customers who have their birthday in the current month, week, or day. Then you can give bonus points to customers who enter that segment. You can also allow for earning points based on the selected customer attribute. If you keep customer age in the metadata, you can use it to calculate the number of points.

Personalized earning rules

You can use segmentation in the earning rules to build personalized reward actions. For example, you can build segments based on different characteristics, such as profile data, including custom attributes (metadata), activities, and events (custom events). Then, you can give points for each customer who enters the segment. For example, you can reward new members with bonus points.

New user: Free Whopper, Croissan'wich, or OCS w/ purchase of $3+

Free 1 Croissan'wich or 1 Whopper or 1 OCS w/ Purchase $3+
New registered app users only. Purchase required. Valid on delivery orders.

Challenges

Custom events can cover challenges for earning points. Custom events are actions taken by customers that are passed to Voucherify API. You can track customers' behavior and reward them with points once they do something. It's possible to award fixed and proportional number of points based on event metadata. To send custom events to Voucherify, you can use the track-custom-event API.

Rewards

How Burger King does it?

Joining the Royal Perks program brings members plenty of rewards: all menu items can be redeemed for points (Crowns), free menu upsizes once per day, free delivery, and custom rewards for challenges.
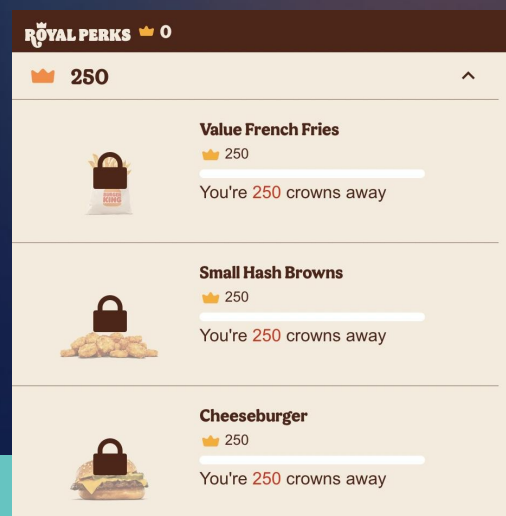
How to do it with Voucherify?

In Voucherify, you can use various types of rewards – material, gift cards, or discount coupons. All of the rewards can be added to the rewards catalog and you can let your customers choose what they prefer to get in exchange for points. You can also use points as a currency, letting customers pay by points for their order.

Once the reward is created, you can specify the price in points that customers need to pay to get a reward. For example, customers must spend 250 points to get a coupon for a free cheeseburger. When a customer redeems points for a digital reward, a new coupon code will be available in their wallet. Then the coupon code can be used both online and in the restaurant to get free menu items. To validate and use coupons for free menu items, you would need to use the validate-voucher and redeem-voucher methods. You can also use Stackable Discounts API to use multiple discounts in a single order.

Free menu upsizes

Burger King motivates customers to join their loyalty program by offering them rewards regardless of their spending with Burger King. They offer free upsizes – customers can upsize one of the following products: fries, drink, hash browns, or coffee per order for free once per day.

Upsizes can be recreated in Voucherify using cart-level promotions that automatically apply a discount to the order. To apply the upsize, customers need to add a bigger product to the cart, and then its price will be reduced to the smaller product. You can define a cart-level campaign with multiple levels for different products and lower the prices of bigger products to the smaller ones (e.g., large drink at medium cost) by using the fixed order amount discount. While defining the promotion level, you can limit the usage of the offer to once per day or week.

You need to call the validate-promotions API to apply the upsize. In the response, Voucherify will return all available promotion tiers that can be used. Then, the redeem-promotion API should be used to apply the promotion to the order. It is also possible to apply multiple promotion tiers (if available) to a single order.

Discounts & Gift Cards [New]

You can offer not only coupons for free menu items but also discount coupons and gift cards. Discount coupons can give a percentage or amount discounts, and the discount can apply to the order total or to specific products. For the percentage discount, you can also set a maximum discount amount. For example, customers can get 10% of for the total order amount, but no more than $10.
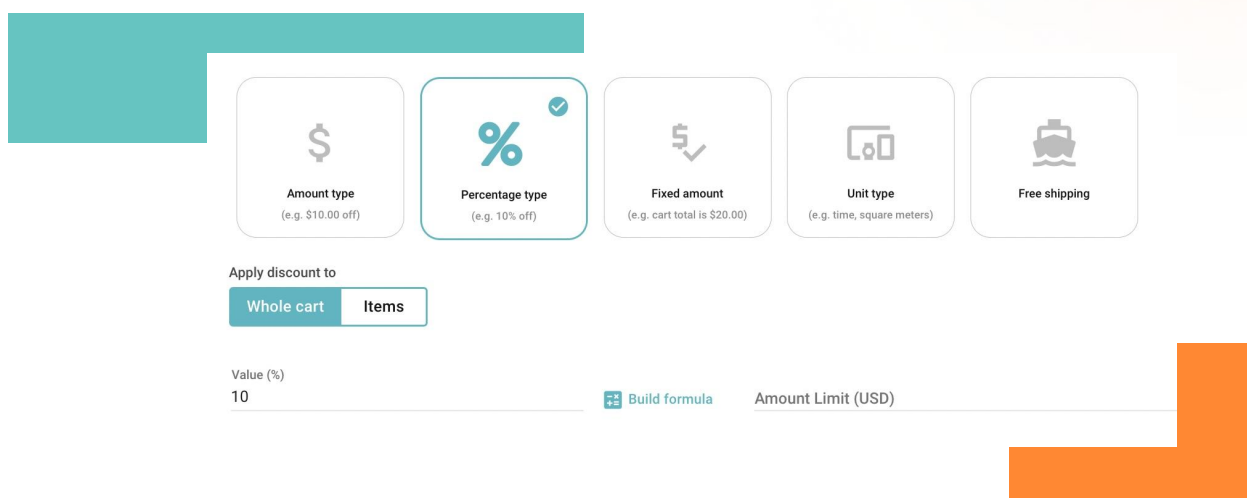
Thanks to validation rules, you can also set additional conditions. For example, to use a discount coupon for $5 off, customers need to place an order for at least $20 or to use $1 of for a Whopper, customers need to also have fries in the order.

Gift cards can be for a specific amount and unlike discount coupons can be used multiple times, as long as there are credits available. Customers can spend points to get a gift card and then use it to pay for orders or give it to a friend. It is also possible to set additional conditions by using validation rules. Additionally, the customer can specify how many credits to use while using a gift card.

To use coupons and gift cards, you need to use the same API methods as for coupons for free menu items: validate-voucher and redeem-voucher. You can also use Stackable Discounts API to use mixed discounts (e.g., coupon for free product, discount coupon and gift card) in a single order.

Pay-with-points [New]

Besides exchanging points for rewards, Voucherify also allows defining a pay-with-points reward and setting a conversion rate between points and money. With the pay-with-points reward, customers can use their points to pay for any order (fully or partially). For example, you can define a conversion rate at 100:1, so customers can use 100 points to get a $1 discount. In addition, you can use the validation rules to define additional conditions, such as minimum or maximum number of points that can be used in a single order, or the minimum order total.

Create reward

✓ Type   ② Details   ③ Metadata

Loyalty points *
1

Cash value (USD) *
0.01

← Back to type   ✕ Cancel   → Next set metadata

Stacking discounts [New]

Voucherify allows stacking discounts, which means you can use multiple discounts in a single order. Stackable Discounts API allows you to apply up to the five discounts (coupon codes and promotion tiers) in a single API call. All discounts can be used together as there are no restrictions. It is up to the program owner to decide which discounts and in what order should be applied. However, we continue to work on the stacking discounts feature, and in the future, it will be possible to set hierarchy and relations between discounts to automate discount application.

Referrals & Gamification

You can run a referral program to increase the number of members. In Voucherify, you can run single-sided (reward only advocates) and double-sided (reward advocates and friends) referral programs.

In Voucherify, you can use the referral code redemption or a custom event to mark a successful referral. In the case of a custom event, you can choose any action, and once performed, you need to send such information to Voucherify. To send a custom event to Voucherify, you can use the track-custom-event API.

You can combine the referral program with the loyalty program and offer points as a reward for both the referee and the referrer. If you do not want to offer points, you can use coupons. You can reward referrers after each referral or a specific number of referrals, e.g., refer three customers to get a better reward. Voucherify allows you to run multiple referral campaigns to offer different referral programs to different customer groups or repeat them on a regular basis to allow customers to participate in different program editions.

Choose Conversion Event

Referee redeems referral code

Custom event

Choose who will be rewarded

Single-sided
reward referrers only

Double-sided
reward both referrer and invited customers

Gets a reward & notification

Referrer

Sends
referal code

Referee

Redeems referral code
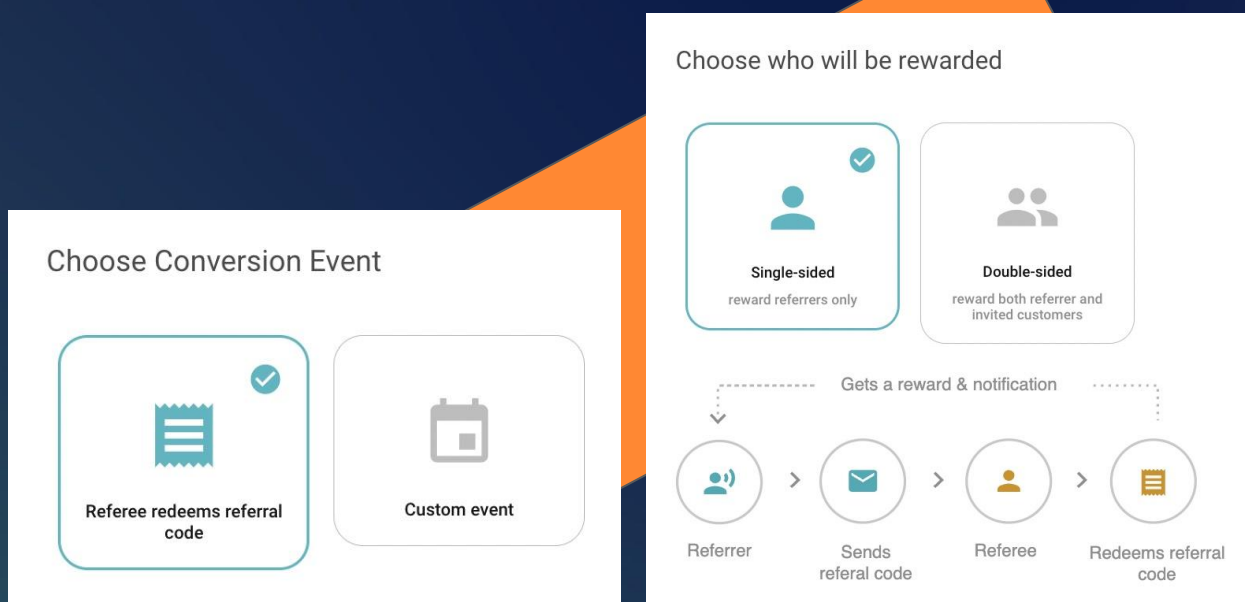
Gamification

To increase the membership rates, you can offer gamification features. For example, in Voucherify, you can create giveaways. You can reward all or only selected customers who take specific actions. You can choose between lucky draw and instant win campaigns.

In the lucky draw, the winner is selected at random. You can have multiple draws – you decide if a single customer can win only once or multiple times in different draws.
In the instant win option, there is no draw. Instead, every customer who participates in the lottery wins, or winners are selected automatically based on the registration sequence (e.g., every 10th customer wins).

What is a better way to get more loyalty program subscriptions than launching a buzz-worthy campaign? Burger King added cryptocurrency as one of the possible rewards for customers who spend >$5, using integration with the Robinhood Crypto app. The burger chain gave away a total of 20 bitcoin, 200 etherium, and 2 million dogecoin, using a lottery mechanism.

Voucherify does not offer cryptocurrency as a prize but it has a giveaway mechanism. You can add any rewards you want, from Voucherify-generated rewards like discount coupons, gift cards, or loyalty points to any other rewards like products, events entrance, or cryptocurrency (in that case, you will have to provide the reward yourself).

Tracking & Management

Voucherify gives you the possibility to monitor campaigns and vouchers on many levels. You can use the Dashboard reports to get the grasp of your campaigns' performance or download all the data using API. Voucherify provides information on the number of loyalty cards issued, total points earned, top rewards, top earning rules, participants, rewards redemptions, and more.

Voucherify provides a complete export of all of the important data using a dedicated API endpoints or download CSV files straight from the Dashboard. This can be used for further program analysis and optimization.

The Logs section in your Dashboard presents the complete history of your project. You can check interactions with Voucherify API sorted by request origin, status, and date. Logs and their filters give you instant access to the account users' and customers' activity, which is crucial to quick troubleshooting and advanced performance monitoring.

Points expiration

With Voucherify, users can set a fixed expiration for loyalty points. It's an optional feature that can be activated for your loyalty program. Users can choose any number of months after which unredeemed points will be deleted. For better control over the rewards program, users can choose to round up the points expiration date to a specified period after the earning activity. You can choose to round the period to the end of the year, month, quarter, half-year or a particular month).

Summary

Voucherify can help you launch a complex loyalty program imitating Burger King's Royal Perks at scale. Voucherify API can be integrated with your technology stack and use the data you already have to quickly set up the program.

Voucherify provides a marketer-friendly Dashboard that allows you to hand over all loyalty management to non-technical teams and save developers' time. Thanks to maintenance-supporting features like monitoring logs and bulk export/import options, Voucherify further slashes the time your developers would need to spend maintaining the program.

We also support the geographical scalability of loyalty programs, supporting multiple projects and currencies. The integration with Voucherify can take days or weeks, depending on your developer team's availability and the technology stack you are using.

Thanks to Voucherify, you can launch complex loyalty programs at scale with minimum developer engagement, faster time-to-market, and without breaking the bank.
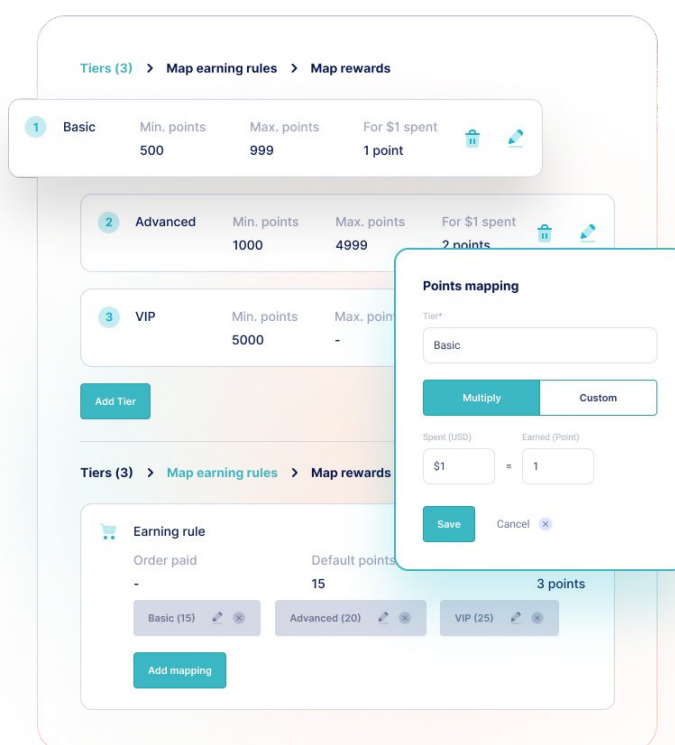
We are here to help

Contact sales for a personalized demo or start a free plan to give Voucherify a try. Test your ideas for promotions and feel the power of a new omnichannel experience created with flexible and timely incentives.

Current & future e-commerce leaders choose Voucherify

PHILIPS   vodafone   easyJet   The Clorox Company   DB SCHENKER

Pomelo.   Saeco   BAEMIN   SEAT   casa

QuintoAndar   ovo energy   TIER   Grover   SIG

% voucherify