

LEARN 3 TRICKS LUCILLE'S BBQ USED TO THRIVE IN 2020



The uncertainty that 2020 has brought has caused many businesses to believe increasing revenue is an impossibility. Most are just doing their best to break even or hold on long enough to recover the damages.

Lucille's Smokehouse Bar-B-Que experienced the hardships of the pandemic, which put the brakes on many qualities that made them successful in the past. For example, customizing food options became very difficult as speed of service, take out, and delivery became a priority.

The challenge that Lucille's faced introducing new menu items to adapt to the circumstances and new customer needs was to promote these new items and create excitement with their customers.

"Preparing new menu items in the kitchen, offering new dishes, or increasing options for guests won't mean more sales if you don't make those changes visible," explained Joan Hansen--Lucille's Director of Marketing --, "We live in a digital world; we are used to technology presenting us the products and services that we like. The traditional paper menu or a digital copy of the paper menu won't accomplish that."

During COVID-19 Lucille's decided to develop qualities that would set them apart from competitors. They focused on innovating by introducing new digital experiences that connected customers with their new variety of food options.



After Lucille's decided to move away from the traditional restaurant menu, they discovered that a flexible platform allowed them to change menus on the fly, enabling different menus for different locations based on demographics, availability of ingredients, or simply customer preferences.

Lucille's quickly adopted a new concept: using the restaurant menu as a marketing platform to generate leads along with upselling and cross-selling items

based on business priorities.

Their new approach allowed them to double the sales of two dessert items: new Kentucky Butter Cake and current dessert option, Key Lime Cheesecake. Kentucky Butter Cake was introduced across their 23 restaurants once they reopened in the summer.

Three very important innovations helped Lucille's achieve these kinds of results.

1. The ability to configure digital menus using QR codes. Different from companies offering simple QR codes that redirect customers to a website, CIELO gave Lucille's the ability to create menus in rich digital formats, some including motion graphics that were appealing to guests and increased their interest in exploring the menu.
2. The ability to receive customer feedback immediately. Lucille's understood that the most timely kind of feedback happens at the table while guests are experiencing the restaurant. By using the same QR code for the menu to obtain immediate guest feedback, Lucille's was able to understand what items were most popular and where they needed to focus, in order to develop guest interest. Many guests provided very positive feedback on multiple menu options, some guests even attached pictures of what they liked.
3. The most important innovation that Lucille's implemented was non-intrusive advertising as part of the menu experience. This non-intrusive approach opened up a window to present menu items to guests, allowing Lucille's to elevate guest



interest and increase demand for those items. The first ad was focused on two members of their dessert family-- the new "Kentucky Butter Cake" and the current dessert offering, "Key Lime Cheesecake."

After Lucille's was able to double their sales for the promoted items, and sustained incremental growth of their business week-over-week since the promotion, they have prepared a series of themed campaigns to increase guest orders during the holidays and 2021.