



**How CoCo ICHIBANYA  
grow their business by  
enhancing customer  
loyalty experience.**

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Powered by  
**TADA**

# The background



CoCo ICHIBANYA was on the hunt for new ways to enhance their customer experience, gain critical customer insights and drive marketing success ultimately providing CoCo ICHIBANYA with a distinct edge on their competitors.

Already running a physical stamp card system for its members, they partnered with TADA to create a fully robust digital solution that: improve business by reaching out effectively to more customers.

## Objectives

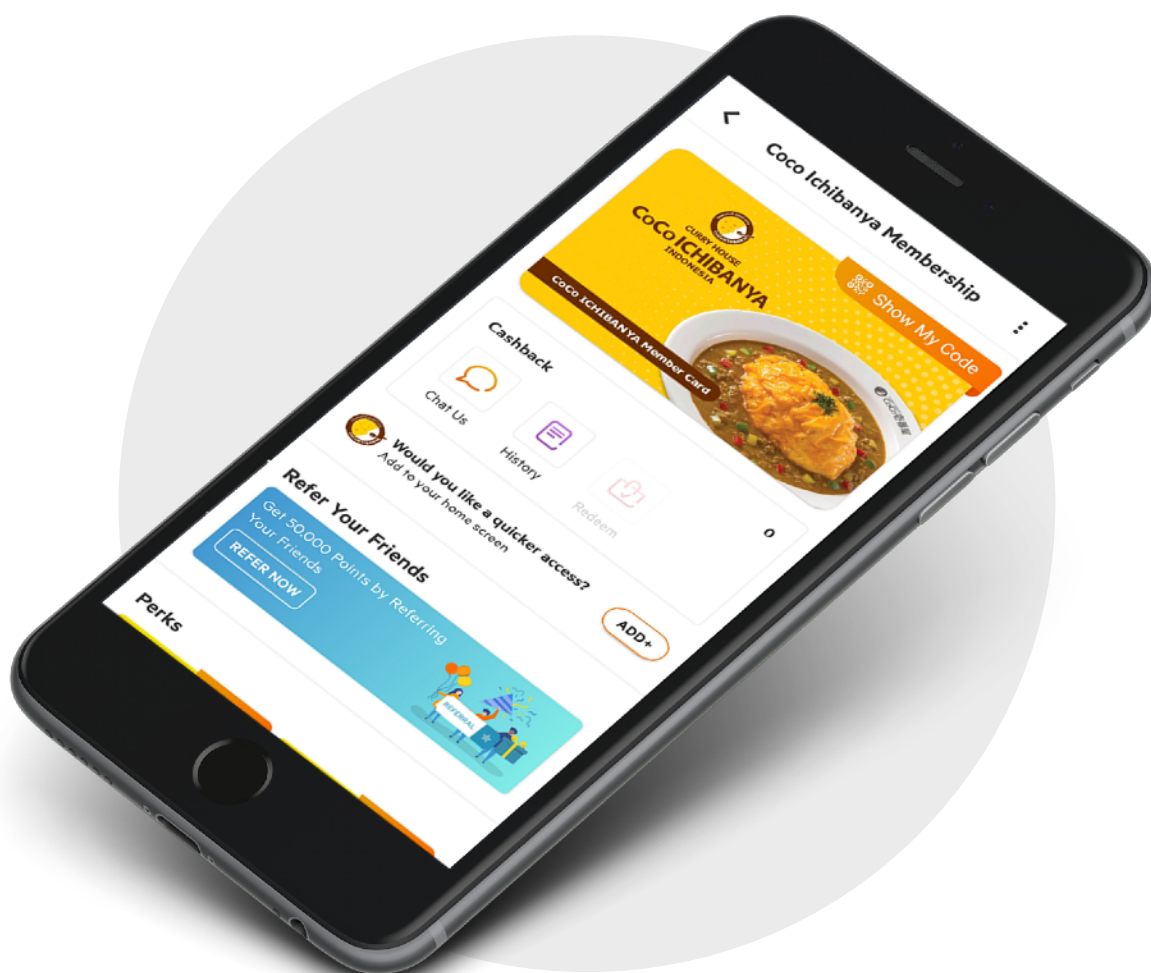
- Enhanced the loyalty experience; seamless collection of points and cashback with every purchase, in app e-voucher redemption.
- Gather real-time insight and data on its customers' buying behaviors and preferences (extensive brand dashboard).
- Enabling understanding, segmenting and rewarding of customers based on their habits and preferences (involving referral activity).

# Our Solution

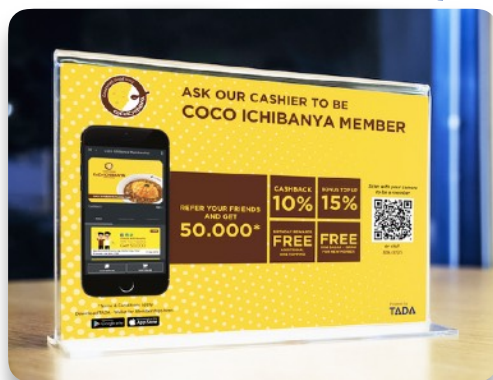
TADA helps CoCo ICHIBANYA in building customised, on-brand membership programs to incentivise repeat purchases, referrals, customer feedback, and social engagement.

TADA provide a platform called TADA App as a digital membership and rewards card for CoCo Ichibanya customers. It combines all the membership functionalities and loads it all into our very own wallet.

Within one month, the collaboration between TADA and CoCo ICHIBANYA went from ideation to program creation, testing, training and ultimately delivery in October 2018 across 6 stores in Indonesia.



# Onboarding Journey

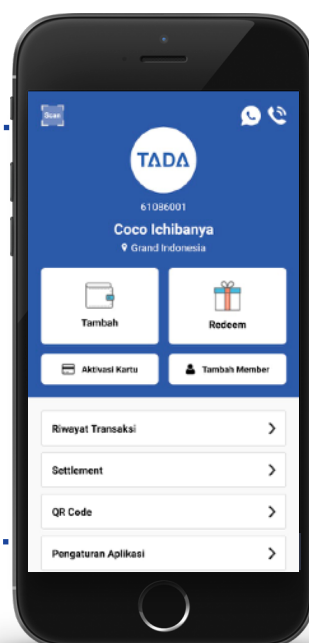


## via Table Tent Card

Customer can join the membership by scanning the QR on the tent card (displayed at the cashier & dining table). They will be redirected to CoCo ICHIBANYA membership page. Customer will only need to input their phone number to get the membership invitation.

## via TADA Partner

Cashier has an app called TADA Partner (installed on their phone or tablet), to onboard the walk-in customers. Cashier will only need to input the transaction amount and customer's phone number to invite the customer to become a member.



## via Printed Brochures

CoCo ICHIBANYA put mini brochures attached along with customer bills. Customer will be able to see the information about the membership and onboard themselves by scanning the QR printed on the brochures.



# Member's Benefit

- Members receive 10% cashback on every purchase
- Members can also use the membership card as prepaid card, where they can topup their prepaid balance
- Members will receive additional 15% of prepaid top up balance
- Welcome rewards: As sign up rewards, New Members will get free mini salad + drink, delivered in form of an e-voucher.
- Birthday rewards: E- voucher of free topping of their choice, automatically sent to the customers on their birthday
- Referral Rewards: Members who refer CoCo ICHIBANYA to family and friends and are successful in bringing a customer with a minimum transaction of Rp 200,000 will receive a 50,000 referral reward to their 1<sup>ST</sup> Wallet

**MEMBER BENEFIT**

Cashback **10%**

Top up balance  
BONUS up to **15%**

Birthday Reward  
**FREE ANY TOPPING**

Welcome for new member  
**FREE MINI SALAD + DRINK**

Refer to friends get  
**VOUCHER IDR 50.000**

\*Terms and Condition Apply

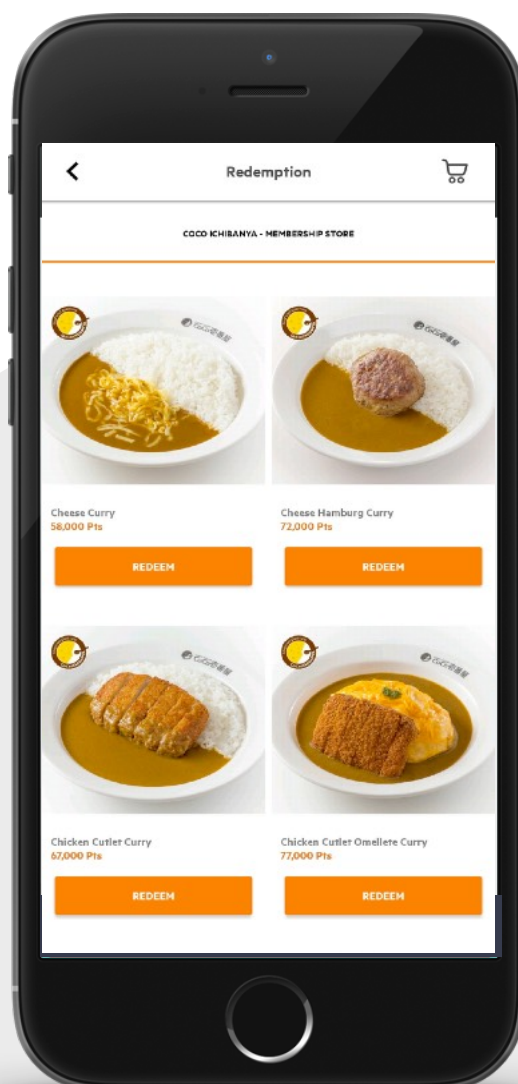
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**CURRY HOUSE**  
**CoCo ICHIBANYA**  
INDONESIA

# Redemption Catalogue

CoCo ICHIBANYA create their own rewards redemption catalogue. Members will be able to choose which products that they want to redeem in exchange of their loyalty points. CoCo ICHIBANYA displayed up to 15 selected menus that can be chosen by their members, such as:

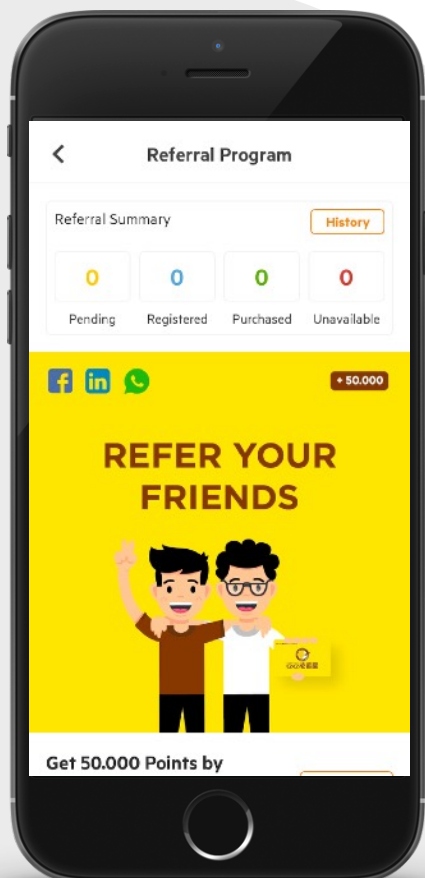
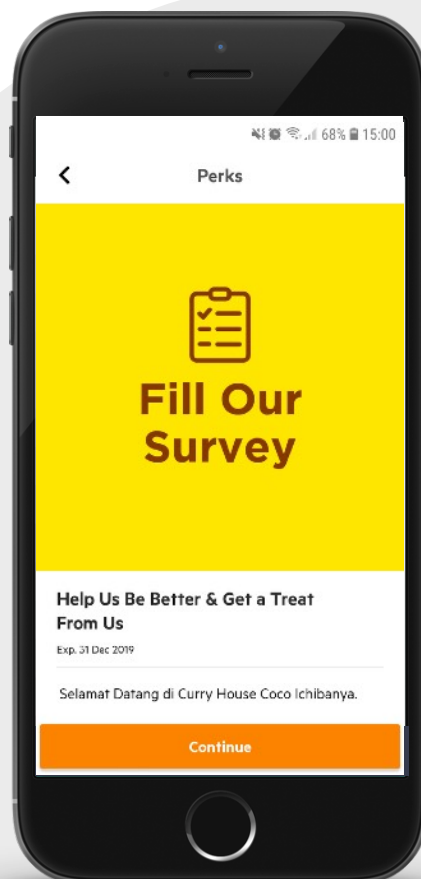
1. Cheese Curry
2. Cheese Hamburg Curry
3. Chicken Cutlet Curry
4. Chicken Cutlet Omelette Curry
5. Creamed Chicken Omelette Curry
6. Fried Chicken Omelette Curry
7. Creamed Mushroom Curry
8. Vegetable Curry,  
etc.



# Other Engagement Activities

## Customer Feedback

CoCo ICHIBANYA collect their their customer feedback using their membership app. To encourage the customer to give their feedback, CoCo has Rp100k e-voucher - given to selected members.



## “Friends with Benefits”

Friends with Benefits is a designated referral program for CoCo ICHIBANYA members. So, as a member, they won't be only collecting rewards from purchase, but you can also refer your friend and family to get additional incentives.

# Results



New members acquired over 4 months – **2,635 members**



**Redeem rate: 12%** of points given to customers were redeemed



**51%** of members acquired become repeat purchasers



TADA delivered **4,5x ROI** for CoCo ICHIBANYA.



**23%** of referred customers become advocates



**TADA**  
#BeyondLoyalty

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