

Smashburger launches customer loyalty app



Released on: May 29, 2014, 2:11 pm (EDT)

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Industry: [Marketing](#)

LONDON, UK, May 29, 2014 -- [/EPR NETWORK/](#) --

Smashburger Kuwait, the neighborhood's favorite place for burgers, has launched the first mobile application of its kind in the country for rewarding customers' loyalty.

The new Smashburger Kayan app has been developed in line with the business goal of delivering a great customer experience for its customers. It acts as a digital loyalty card, enabling customers to get a free side dish after 8 entrée purchases while easily keeping track of their account status. In addition to the ongoing loyalty offer, the app will push special promotions for new and loyal customers alike.

In order to improve overall customer experience the app also includes customer feedback and 'get-in-touch' tools, a digital menu facility and details of the restaurant locations and opening times.

The new Smashburger app, developed in association with [Stampfeet](#), the UK based mobile loyalty specialist, will provide Smashburger with valuable consumer insight information, allowing it to monitor customer satisfaction and develop marketing and promotional campaigns for its users through targeted push notifications messages based on customers' purchase patterns and location.

“We are very excited to launch the app to reward our customers for their loyalty. We want to create the best experience and clearly mobile plays a big part in it” said Jillian Marshall, Marketing Manager of Kayan Restaurants. “The app will provide us valuable insight which we can then apply to improve our marketing activity as well as the customer experience”.

The app is available for free for iOS devices on the [Apple Store](#) and for Android devices on [Google Play](#) store and to celebrate its launch Smashburger is giving away 2 gift stamps upon sign up.

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