

How is TGI Fridays UK creating exceptional guest experiences?



TGI Fridays aims to inspire guests to keep coming back for more



Wanted to bring the uniqueness of its restaurant experience to the digital channel



Uses IBM® Watson Campaign Automation to deliver highly relevant outreach



30% 30% rise in loyalty program sign-ups thanks to targeted, compelling communications



61% 61% increase in loyalty customer visits builds long-term brand engagement



66% 66% boost in loyalty customer revenues enables business growth

