Los Amigos

Los Amigos is a Mexican inspired restaurant that offers a homey place for family and friends to hangout since 2013.

Offers wholesome cooking where anyone can come and enjoy fine dining in the heart of Grapevine, Texas.

INTRODUCTION

Los Amigos has been a cornerstone of Mexican food in Grapevine. The restaurant has been in place for the past 20 years serving great food and service to its customers.

"Very tasty and a great way to start your day."

INDUSTRY
Restaurant

REGION
DFW Market

THE CHALLENGE

Los Amigos has that fun family vibe and fantastic food. Serving authentic Mexican food for 10 years but the challenge was how to grow and at the immediate to increase sales.

Tech stack was antiquated using legacy POS, 4 devices for 3rd party delivery, duplicate entries of 3rd party orders, no Customer Data Platform, and no marketing outreach at all due to limited time and lack of expertise

- Operational Stability was crucial since existing POS was problematic
- Loss of revenue from 3rd party delivery
- No customer Data Platform to personalize marketing
- No marketing outreach to maximize revenue per existing customers

"Transactional data that is not actionable is useless"

~ Hamed Mazrouei
Founder, Milagro

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THE SOLUTION

We started by replacing the POS system and added 10 tablets in order to solve several issues including; order & pay at the table, integrate 3rd party delivery directly to the POS system, added a website and online ordering directly integrated to POS.

This solved all major challenges by eliminating all mistakes on 3rd party delivery orders, tablets saved an average of 1:09 minutes per server per shift as well as eliminated lines at the front door, specially during busy times when customers were waiting to be seated as well as those who wanted to pay. Addition of website and online ordering boosted brand awareness and visibility across the web to acquire new customers.

"Having decision-making data at your fingertips will increase sales, efficiency and also lower costs."

THE SOLUTION

In order to increase sales, Milagro's automated CDP was added to create a unified, and accurate identifiers to learn about the behavior of all customers, regardless of loyalty status. Milagro's automated Customer Data Platform (CDP) initiates by creating individual customer profiles. Customers are tagged with their favorite items, visit frequency, average spend, and lifetime value. This data is then utilized to automate personalized marketing campaigns, enhance customer retention, increase sales, improve overall customer experience, measure marketing campaigns' ROI, make product recommendations, and more.

We built a visually attractive solution and have added automation to allow restaurants to take off, engage autopilot through automation, and proactively manage the success through utilizing the power of integrated Machine Learning and Artificial Intelligence.

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THE RESULT

January 2023 to May 2023 - 5 months

- Total Number of Customer Profile: 6,837
- Highest Lifetime Value Customer: $2,100.20
- 9 customers with spend over $1,000 in 5 months
- 1,711 customers with spend over $100.00

- Highest Visit: 88 visits in 5 months
- 2,150 (31%) customers with 2+ visits
- 905 (13%) customers with 3+ visits
- 472 (7%) customers with 4+ visits
- 66 (1%) customers with 10+ visits

- Average Check Size: $35.43
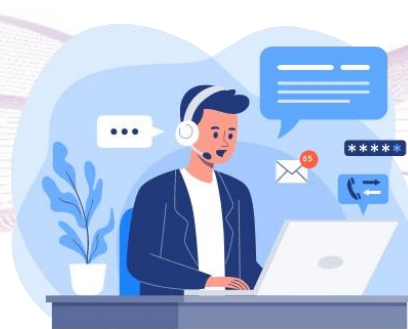- 2,343 customers with spend value more than average check size of $35.76

Top Selling Items

Best Selling Item: Dinner Enchiladas - $23,610.02
Street

Tacos - $16,859.84

Best Selling Drink: Fountain Drinks - $10,740.00

"69% of the customers have visited just ONE TIME. A restaurant cannot be successful by just serving 31% of its customers"

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ABOUT MILAGRO

Milagro is an AI marketing automation platform designed specifically for multi-location restaurants. With AI technology, Milagro creates a detailed profile of each customer and tags them with their preferences, allowing for highly personalized and effective advertising campaigns.

Milagro provides a turnkey Customer Data Platform and Marketing Automation which includes, SmartPOS, Wait List & Reservations, Customer Experience Management, Online Ordering, SmartMENUS, Gift Cards, Loyalty, PCI Compliance, Managed Network Security, Primary Internet, Backup Internet, and Phone Service.

We offer an Open API, enabling you to innovate and customize your experience. With Milagro, you can streamline your business and take it to the next level.

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