North Point Cafe

How a single location breakfast brand increased sales by 48% using insights from Milagro

INTRODUCTION

North Point Café is a breakfast and lunch restaurant. It proudly serves the Denton community with delightful house-made cafe creations for breakfast and lunch.

North Point Café is open from Monday to Sunday from 7am to 2pm.

"We needed to find out who our customers are, what they think about us, how much money they are spending, and more importantly, increase our sales by getting new customers and maximizing on existing customers, so Milagro was a no brainer"

INDUSTRY
Restaurant

REGION
DFW Market

THE CHALLENGE

North Point has great food, great coffee and amazing fresh squeeze orange juice, but the challenge was how to turn this into increased sales.

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

- Increasing sales was top priority
- 3rd party delivery mistakes due to duplicate entries leading to customer dissatisfaction
- Loss of revenue from 3rd party delivery
- No website and online ordering
- Legacy POS system with no order & pay at the table
- 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, and 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.

THE RESULT

From September 17, 2022 to Nov 28, 2023 , in a span of 9 months a total of 24,148 customer profiles were created.

With a CDP in place, sales significantly improved MoM. From December 2022 to May 2023, sales were increased by a staggering 48%.

Sales growth from $103,589 > $122,281 > $135,627 > $143,118 > $153,700

Consolidated 7 different vendors into a single partner by utilizing Milagro's Restaurant Operating System.

Saved an average of 8 hours on weekends, per shift by utilizing Order and Pay at the table tablets while improving customer satisfaction and increasing table turn over.

Solutions
Customer Data Platform
SmartPOS
3rd Party Delivery Integration
Wait List & Reservations
Website
Online Ordering
Customer Feedback
Marketing Automation

Milagro

THE RESULT

September 2022 to May 2023 - 9 months

- Total Number of Customer Profile: 13,499
- Highest Lifetime Value Customer: $2,569.21
- 7 known customers with spend over $1,000 in 9 months
- 1,711 known customers with spend over $100.00

- Highest Visit: 55 visits in 9 months
- 4,122 (30%) customers with 2+ visits
- 1,624 (12%) customers with 3+ visits
- 786 (5.8%) customers with 4+ visits
- 83 (0.6%) customers with 10+ visits

- Average Check Size: $35.76
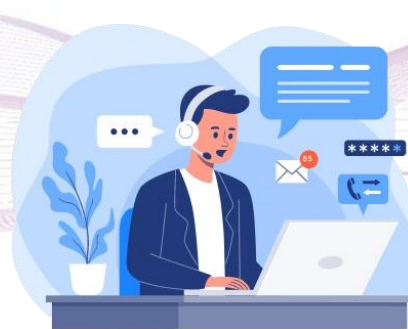- 7,031 (52%) customers with spend value more than average check size of $35.76

Top Selling Items

Best Selling Item: The Classic - $66,095.83
Best Selling Drink: Coffee - $45,784.69

"70% of customers only visited the restaurant just ONCE. Frequency of visit is the most critical avenue to increase sales & profits"

Milagro

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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