

### THE CHALLENGE

A beloved local spot needing to expand customer loyalty.

### THE SOLUTION

Clover Customer Engagement suite bundles Rewards, Promos, and Feedback into a database of patrons for easy, targeted benefits and connections.

### THE RESULT

Targeted benefits and strengthened connections that give customers even more incentive to support their favourite local business.



Owner of Walrus Ice Cream, Lisa Paugh

## How Walrus Ice Cream maintains a loyal, profitable customer base

### Rewards, Promos and Digital Gift Cards

Walrus Ice Cream has been a staple of downtown Fort Collins, CO since 1987. Lisa Paugh, the owner since 1999, beams with pride when discussing her shop's many offerings.

"Here at Walrus, we make our own ice cream. We rotate over 400 flavors throughout the year, based on seasonal trends. We can pretty much do any combination of ingredients that people ask for," Paugh shares. "A couple restaurants in town have commissioned us to make ice cream inspired by their best-selling desserts, which helps bring people to Walrus because they see what we do and want to know what else we have to offer. Many of our customers come in just to see what flavors we have because it's always changing."

Even with the endless variety of flavors, Paugh considers other ways to entice customers into the store. After upgrading her POS system to Clover in 2014, Paugh was amazed by the immediate uptick in business.

"With Clover our volume increased right away," Paugh explains. "Because we can move people through the line faster, our sales increased 28% in the first year."

## The Clover Difference

**28%** increase in total revenue in the first year with Clover

Digital gift card sales comprise **4%** of overall sales

**15%** of customers redeemed promotional coupon from recent campaign

**Name:** Walrus Ice Cream

**Website:** walrusicecream.com

**Location:** Fort Collins, CO

**Business Type:** Ice cream shop

**Clover Merchant Since:** 2014



## Why Walrus Ice Cream Loves Clover

Grew their database to **3,000+** customers

Ability to communicate **new product** and **promotions** efficiently with customers

**Easy** digital gift card sales through website

**Digital gift cards** expanded **online sales** far beyond Fort Collins, CO

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Source: Lisa Paugh, owner, Walrus Ice Cream

For more information, please contact your business consultant.

Implementing Clover Customer Engagement in their workflow also made a huge difference. When they first rolled out the program during the early months of the pandemic, Paugh noticed a strong uptick in repeat customers.

“Rewards are really popular. We see a lot of the same people. The Rewards program is just really a great way to say thanks for supporting us,” says Paugh, “and people use those rewards all the time to redeem \$5 off after earning 50 points.” Paugh adds, “I think we have something close to three thousand people in that rewards program, and we really haven’t been doing it long.”

The Promos have also proven to be a great way to roll out a new product or flavor and drive sales.

“We just recently invested in an espresso machine, and we wanted the community to know that we upped our coffee game,” Paugh recounts. “So we sent out an email to everyone in our Clover Customer Engagement database offering a discount on a coffee to entice them to come check it out. 60% of people opened the coupon and 15% redeemed. It just goes to show that it really does work, communicating with our customers through Clover.”

When the storefront ceased in-person operations in early 2020, Paugh started selling digital Clover gift cards online, establishing a sales channel that requires no paperwork.

“During the pandemic, we added digital gift cards to our website, which was the best decision. I’ll come in and have sales without having done anything! It’s sales that we don’t even have to worry about because it’s in a totally different place.”

Beyond offering a way for faithful customers to support business during pandemic lockdowns, digital gift cards opened up the market far beyond Fort Collins, Colorado.

“With the Clover gift cards, I’ve noticed that it’s really handy when a family member from a different state wants to buy a birthday present or Christmas present for their kid or grandkid, they can order that gift card online and it’ll go straight to whoever they’re buying it for.” Paugh illustrates. “It’s extremely convenient.”