

# Gelato Spot

## Case Study in FOOD SERVICE

### The Gelato Spot's History

The Gelato Spot is an Arizona-based chain that serves gourmet Italian ice cream at four locations in the Phoenix area. Founded in 2004, The Gelato Spot sells dozens of varieties of gelato, using Northern Italian recipes that are more than 100 years old. To complement their ice cream, they also sell Italian pastries and unique teas.

### The Gelato Spot's Objective

The ice cream business is famously fickle, as a heat wave or cold spell can affect the customer's impulse and make or break a store's weekly performance. The market is also very competitive, with dozens of competitors in the Phoenix area. The Gelato Spot wanted to use mobile devices to expand their marketing reach, and investigated several vendors. They also wanted to use a platform that would easily integrate with MICROS, their point-of-sales system.

Gelato Spot chose Cellit after months of research and determining the Cellit Studio platform was under constant development, sure to keep Gelato Spot one step ahead of their competition. "Many vendors seemed to release a version, then they would not develop new features, and we ended up getting stuck with an outdated piece of technology after just a few months. This is why it took so long for us to be willing to commit to any company for a mobile program," said Thomas Plato, Director of Marketing at The Gelato Spot.



### Quick Facts

- Consistent 12% redemption rate on mobile coupons, better than all previous efforts
- On average, a dozen sign-ups a day with their loyalty club

### Cellit's Solution

Using Cellit Studio, Gelato Spot implemented mobile coupons and a mobile loyalty program. Each time a customer comes in to redeem their offer, they accumulate one point. Once the customer has redeemed 8 offers, they receive an exclusive loyalty offer for free coffee or free gelato.

### Results

"We have seen a consistent 12% response rate for mobile coupons," said Plato. "Although we are only two months in, these are better results than any of our previous couponing efforts." The Gelato Spot has retained more than 80% of their Initial signups to the mobile club and continue to grow week by week. Regarding the point-of-sales integration, Plato said, "it works very well, it's very easy to train employees on, and it's userfriendly for quick service."

### What's Next

The Gelato Spot is preparing for sustained growth through strategic licensing partnerships, expanding into several major cities in the next two years.



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