

# Chain Leader

## Hassle-Free Loyalty

**F**ans of Atlanta-based Wing Zone no longer have to worry about getting a card punched to redeem their frequent-diner points. The chain's POS system does the math for them.

The chain's new Loyalty Zone, launched earlier this year, keeps track of customer purchases. When they order five times, they automatically get \$5 off their order. "The receipt lets them know where they stand," says Adam Scott, chief financial officer at the 100-unit, quick-service chain. "They get to their reward pretty quickly."

Previously, customers had to order 10 times to get 10 free wings, purchases that were tracked via a punch card, Scott explains. Wing Zone's POS provider developed the program necessary to make the switch, and the change was communicated to customers via the Web site, point-of-purchase materials and an e-mail marketing campaign.

The club has 50,000 members nationwide; customers are enrolled automatically the first time they order, unless they don't want to reveal their phone numbers.

So far, reaction has been positive, Scott says. "They don't have to punch cards—we do everything for them."

