

Reinventing in-store dining by taking care of getting guests there

TGI Fridays is sponsoring Uber trips to and from its store locations to drive measurable traffic when and where it matters most to their business

Vertical: Casual dining restaurant

Primary use: Loyalty and rewards, in-store foot traffic

The business need

With more than 870 locations across 60 countries, TGI Fridays has been focusing on ways to leverage technology, business partnerships, and customer engagement to reshape the future of casual dining. The restaurant chain was an early adopter of Uber Eats, first using the service for delivery in 2016 to help satisfy their customers' online ordering demands.

"One of the things TGI Fridays prides itself on is our ability to customize our offerings and promotions based on our guests' unique needs and dining preferences. Our Fridays rewards program has been an important component of this, and we are excited to be able to offer select guests rides to or from our restaurants through Uber Vouchers," says Sherif Mityas, chief experience officer, TGI Fridays. "We want guests to come into our restaurants, relax, and stay a while."

As consumers get more time-crunched, TGI Fridays has been exploring innovative ways to make the dine-in experience more convenient and differentiated from other meal options. The company provides experiences that break through the clutter, like AI-driven drink orders and personalized marketing and promotions.

The solution

In their next wave of innovation, TGI Fridays looked to Uber to see how they could expand their current partnership with the rides portion of Uber's business and further leverage Uber's technology to help bring customers to their front door. The restaurant company knew they needed to make the ride there just as convenient as ordering in or other fast-casual options.



TGI Fridays continues to drive innovation forward by leveraging Uber vouchers to make it easier for diners to come to their physical restaurant locations during specific promotions.



“Our partnership with Uber is unique in that it allows us to satisfy our customers’ needs anywhere, anytime they’d like to dine with us. Food delivery through Uber Eats is already a well-oiled machine, and now Uber Vouchers helps us bring more guests into our restaurants.”

Sherif Mityas
Chief experience Officer
TGI Fridays

TGI Fridays is using ride vouchers to amplify promotions that help drive foot traffic during a specific time of day or to a specific location. The company is using Uber’s technology to create meaningful, face-to-face connections with their customers and offer great experiences when they choose to dine in at TGI Fridays.

“As we look at ways that Uber Vouchers can be leveraged, it’s clear there is a great opportunity to reinforce the personal connection between our team members and our guests,” says Mityas. “For example, our bartenders may have a set of Uber Vouchers available for happy-hour customers who need a safe ride home. It’s actions like these that really set our service and experience apart.”

Uber Vouchers can be customized to the specific restaurant location’s business needs. Real-time reporting will enable the business to edit the promotion based on demand and ongoing promotions.

For example:

- Vouchers can be distributed through paid media channels to promote a holiday special offer at select locations
- Real-time monitoring helps to ensure that enough vouchers are available to last the duration of a campaign or promotion
- Post-campaign reports can show how many vouchers were redeemed for Uber trips to specific store locations

The benefits

TGI Fridays has paid great attention to establishing itself as a destination, both digitally and in-store, which is a critical challenge in this sector. The company continues to partner with Uber Eats to expand their digital footprint and reach for online meal delivery while partnering with Uber’s rides business to physically drive their customers to dine in with Uber Vouchers. Restaurants can now partner with Uber in multiple ways, driving delivery and foot traffic, to grow their overall business while giving their customers more choices for every meal.

By teaming with Uber for Business, TGI Fridays benefits by:

- Acquiring new customers by removing transportation as a barrier to dining out
- Driving measurable foot traffic directly to key locations
- Paying only for the rides that are taken with the vouchers they distribute
- Gaining insight into how transportation affects diners’ consumption patterns

“TGI Fridays delivers great experiences for our guests both inside and outside our physical locations around the globe. Now, by taking care of our customers’ transportation to or from our restaurants, we are able to make dining out more convenient, so they can experience the atmosphere and our team members that make our restaurants so unique,” adds Mityas.



For more information
about Uber Vouchers, visit:

uber.com/vouchers