Ruby Tuesday

Helping Ruby Tuesday Hong Kong improve customer experience through technology and contactless payment

How do you make your customers' experience contactless and COVID-friendly — but still enjoyable? That was the challenge facing Ruby Tuesday Hong Kong, a franchisee of American multinational Ruby Tuesday Inc. They run seven successful outlets across Hong Kong. When the pandemic hit at the beginning of 2020, they had to dramatically accelerate their digital transformation plans to keep their restaurants open.

cybersource
A Visa Solution

Ruby Tuesday

The challenge:
rapid digital transformation

In late 2019, Hong Kong was already experiencing a slowdown in tourism and retail activities leading to fewer walk-in customers. When the pandemic hit in early 2020, those walk-in customers stopped overnight.

Ruby Tuesday Hong Kong responded by dramatically accelerating its digital program. The plan was to enable customers to order online and pick up in the restaurant, and use contactless payments such as PayWave.

The challenge?
Even online, today's digital savvy customers expect a customer experience that is more than just a transaction.

So how could they go contactless and safe, while retaining the distinct character and dining experience that draws people to Ruby Tuesday in the first place?

And how could technology also enhance the dine-in experience when the world got back to visiting restaurants again?
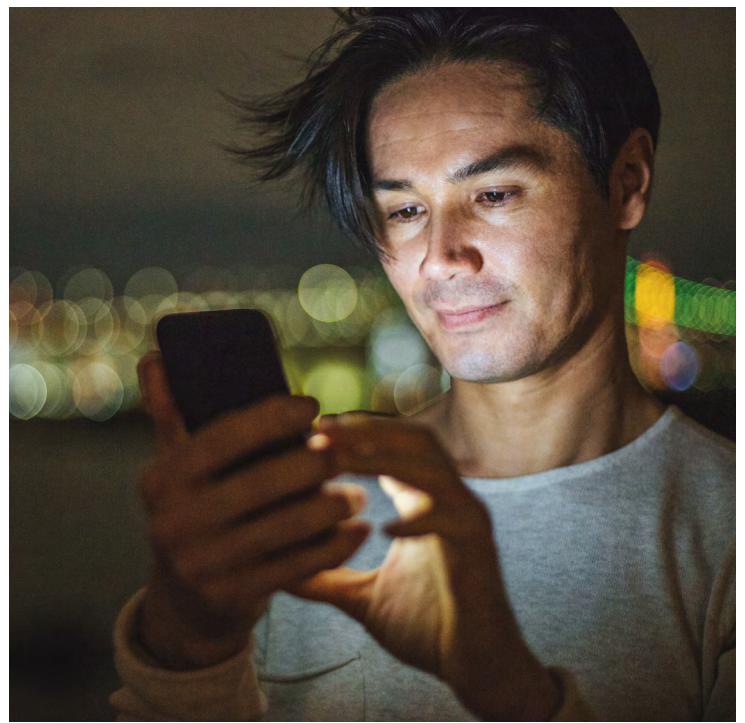
	LOYALTY	CUSTOMER EXPERIENCE	OPERATIONAL EXPERIENCE
Digital solutions		Beacon & signage	
	Mobile application		
	Loyalty program		
		Reservations	
		Digital payments	
Transformation outcomes	Omni-channel loyalty	Convenience	Speed of service
	Customer retention	Personalization	Empowered staff
	Customer insight	Seamless experience	Streamlined backoffice
	Foundational real-time data analytics		
	Foundational unified data estate		

What we did

There were two parts to this project, and for both we worked with Ruby Tuesday's tech provider, Tofugear, and our processing partner, Global Payments.

The Ruby Tuesday mobile app
The highlight of Ruby Tuesday's digital transformation was their new customer-centric mobile app. Customers could browse the menu, order and pay — whether they were dining in or picking up during periods of lockdown or social unrest. The app used AI to deliver personalized product recommendations based on a customer's past orders.

"We are glad to have found a technology partner like Tofugear who has established payment partners like Cybersource and Global Payments."

Leslie Bailey
Managing Director, Ruby Tuesday Hong Kong (APRT Ltd.)
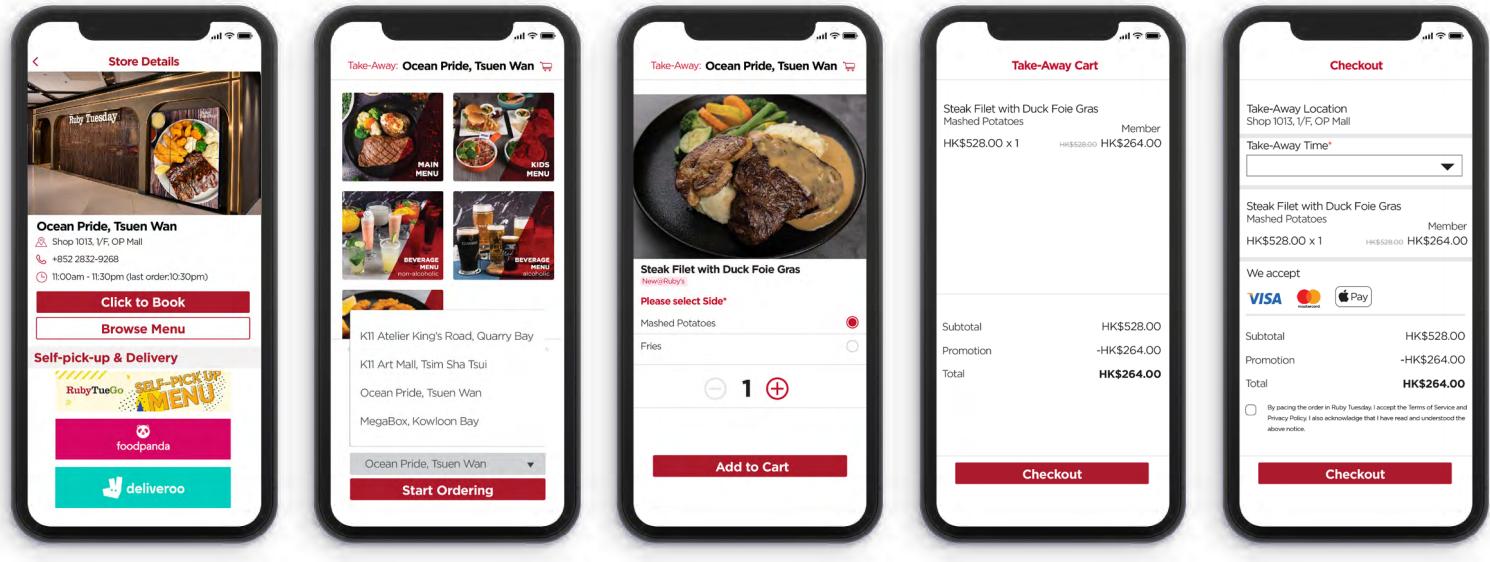
The Ruby Tuesday loyalty program
We also partnered with Tofugear to help Ruby Tuesday set up their first omnichannel loyalty program. Customers could sign up for membership privileges and discounts via the app. In return the program would allow Ruby Tuesday to deliver personalized marketing — ultimately getting more customers to order regularly.

tofugear | globalpayments

The difference our work made

Even within a month of implementation, Ruby Tuesday Hong Kong saw some tremendous results:

16% increase in table turn

During periods when customers were allowed to dine-in, Ruby Tuesday achieved faster turnaround thanks to speeding up service and payment, and shortening waiting time.

An increase in staff empowerment

Staff now have the digital tools to easily access customers' preferences through their profiles, and deliver outstanding customer service.

22% increase in loyal member base

"Ruby Tuesday Hong Kong is a good example of nurturing existing customers by leveraging digital channels such as our mobile application and loyalty program."

Leslie Bailey
Managing Director, Ruby Tuesday Hong Kong (APRT Ltd.)

Find out more about Cybersource Payouts and what it can do for you at www.cybersource.com/solutions