

GAMIFIED EXPERIENCES FOR QSR LOYALTY

Transforming engagement with gamified challenges



Impact by the numbers



+6%

Lift in challenge engagement



+10%

Improvement in net revenue per challenge

The challenge:

A popular eatery brand focused on fresh, customizable offerings, sought to transform its engagement strategy with a sophisticated gamified challenges program. The initial program suffered from overly broad targeting, leading to blanket offers that failed to resonate with specific customer segments.

Without a clear mechanism to match the right challenges to the right audience, tailoring difficulty levels and rewards effectively was almost impossible. The client aimed to drive repeat purchases, introduce new habits (such as channel usage or cross-sell) and increase overall spend through gamified experiences—but needed a more sophisticated approach to achieve these objectives.

The solution:

Personalize.AI™ by ZS crafted personalized challenge experiences using microsegmentation and predictive models. This included:

- Customer profiling by life cycle and purchase patterns
- Objective mapping for segment-specific growth
- Predictive models for challenge calibration
- Real-time variant testing and optimization

Personalize.AI crafted precisely tailored challenge experiences by leveraging microsegmentation and customer profiling. This enabled personalized challenge design using predictive models to calibrate challenge difficulty, rewards and duration. Continuously testing multiple variants in real time refined offers to maximize engagement. Integrating history and demographic data defined actionable cohorts aligned to challenge goals.

The impact:

The gamified challenges program delivered measurable improvements in engagement and revenue. The program generated a 6% lift in challenge engagement and a 10% increase in net revenue per challenge. By aligning challenge mechanics with audience behavior and preferences, the client successfully drove repeat purchases, increased cross-sell activity and introduced new channel behaviors.

Hear what Forrester has to say:

“ZS’s personalization capabilities are exceptional, making it an ideal choice for large enterprises in healthcare, pharma, medtech, [quick-service restaurants], airlines and retail.”

* The Forrester Wave™: Customer Analytics Services, Q2 2025

Learn more: [QSR: Personalized restaurant experiences and customer engagement | ZS](#)

About ZS

ZS is a management consulting and technology firm that partners with companies to improve life and how we live it. We transform ideas into impact by bringing together data, science, technology and human ingenuity to deliver better outcomes for all. Founded in 1983, ZS has more than 13,000 employees in over 35 offices worldwide.

