

# Restaurants Shift Focus to Customer Retention as Flow Loyalty Launches New Business Loyalty Program Platform

*New QR-based customer loyalty program for B2C helps independent restaurants compete with large chains by turning occasional guests into loyal regulars.*

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/EINPresswire.com/ -- As restaurants face rising food costs, tighter margins, and increasing competition, a growing

number of operators are shifting their focus from simply attracting new diners to improving restaurant [customer retention](#). [Flow Loyalty](#), a new digital platform designed specifically for restaurants, Food Trucks, and repeat customer businesses, has launched a [restaurant loyalty program](#) aimed at helping restaurants increase repeat visits and build stronger relationships with their customers.

“

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*Derek Rogers, Owner of  
Arneon Media and Flow  
Loyalty*

Industry studies consistently show that returning customers spend more over time and are more likely to recommend restaurants to friends and family. Yet many businesses still rely primarily on advertising and promotions to attract new customers instead of maximizing the value of their existing customer base.

Flow Loyalty was created to help restaurants solve that challenge.

“Our goal is simple,” said Derek Rogers, owner of Arneon Media the Flow Loyalty provider. “Most restaurants already have customers who love their food and service. A well-designed customer loyalty program for restaurants and other repeat service businesses helps turn those satisfied guests into customers who come back more often, bring others with them, and refer via word-of-mouth. The most powerful marketing tool out there!”



## A Growing Focus on Customer Retention in the Restaurant Industry

Restaurant operators are increasingly recognizing that improving restaurant customer retention can significantly increase revenue without requiring additional marketing spend.

For example, a restaurant that serves approximately 300 customers per week with an average ticket of \$35 generates roughly \$10,500 in weekly revenue. If about 30 percent of those guests return regularly, even small increases in repeat visits can have a meaningful impact on annual revenue.



QR loyalty tech with no apps to install

By increasing repeat visits by just 10–15 percent among returning customers, restaurants can generate thousands of dollars in additional revenue each year, simply by encouraging satisfied customers to return more often.

This shift toward retention-focused marketing has led to growing interest in modern restaurant loyalty program platforms that make it easy for customers to join, track rewards, and stay connected with their favorite restaurants.

### How Flow Loyalty Works

The Flow Loyalty platform allows customers to join a restaurant's loyalty program instantly by scanning a QR code at the restaurant. They are greeted by a little AI chat assistant that onboards them automatically. Once enrolled, customers earn reward points for purchases, referrals, and check-ins.

Customers can track and redeem their points through a digital dashboard, while restaurants can communicate with loyalty members through automated SMS and email updates about promotions, events, and specials. All with no app needed, and no new technology that the restaurants need to install on site. This lowers the friction for participating restaurants and businesses who do not need to worry about changing any of their technology.

Key features of the Flow Loyalty platform include:

- QR code loyalty enrollment
- Automated reward points tracking

- Customer referral incentives
- SMS and email engagement tools
- Loyalty dashboards for customers with no app install
- Reporting tools for restaurants
- Location updates for food trucks
- Low friction setup with white-glove support

The platform was designed to be easy to implement and simple for customers to use, allowing restaurants or other businesses to launch a customer loyalty program without complex technology or expensive custom development.

### Helping Independent Restaurants Compete

Large restaurant chains have long relied on sophisticated loyalty apps and marketing systems to keep customers returning. Flow Loyalty aims to bring similar capabilities to independent restaurants in a simpler and more accessible format.

By combining loyalty rewards, referral incentives, and customer engagement tools into one platform, Flow Loyalty helps restaurants strengthen relationships with their most valuable customers.

“Our mission is to give independent restaurants a powerful yet simple restaurant loyalty program that helps them grow through repeat customers rather than constantly chasing new ones,” the company said.

### About Flow Loyalty

Flow Loyalty is a digital loyalty platform designed to help restaurants increase repeat visits, strengthen customer relationships, and grow revenue through a QR-based rewards system. The platform combines loyalty rewards, referral incentives, and automated engagement tools to help restaurants improve restaurant customer retention and turn first-time guests into loyal regular customers.

Restaurants or other repeat customer service businesses (gyms, salons, and more) interested in learning more about the platform can visit:

<https://flowloyalty.com>

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