

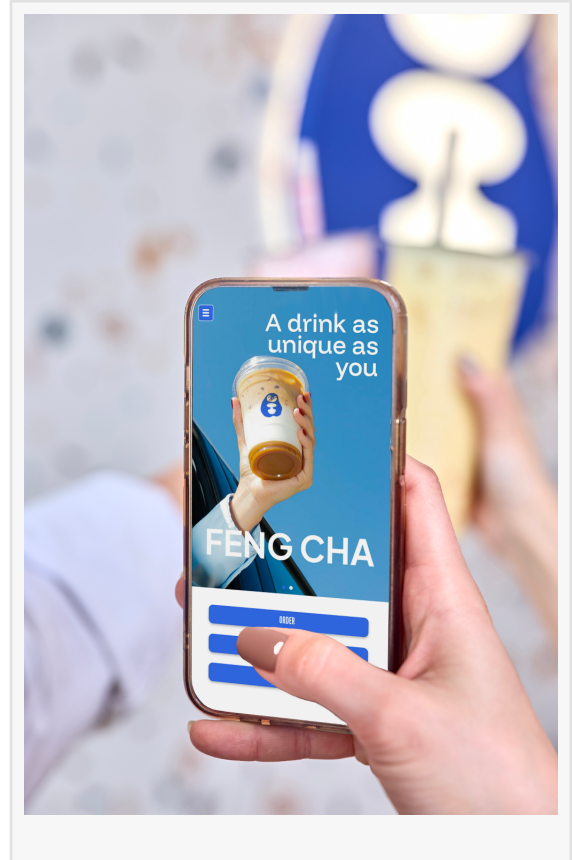
Feng cha advances digital and loyalty strategy to drive guest engagement and support franchise growth

Growing boba beverage franchise invests in technology, personalization and rewards to strengthen customer relationships and help franchisees drive repeat visits

RICHARDSON, TX, UNITED STATES, August 24, 2026

/EINPresswire.com/ -- Feng Cha, the fast-growing boba beverage franchise known for its premium handcrafted drinks and welcoming café experience, is continuing to modernize its technology platform with expanded digital and loyalty capabilities designed to create stronger guest relationships, increase visit frequency and provide franchisees with more sophisticated tools to drive customer engagement.

At the center of the initiative is Feng Cha's evolving digital ecosystem, which brings together mobile ordering, loyalty, customer data and marketing communication to provide the brand with a more complete understanding of how guests interact with Feng Cha.



The technology allows Feng Cha to better understand customer behavior, including purchase history, visit frequency, product preferences and favorite store locations. Rather than relying solely on broad, systemwide promotions, the brand can use those insights to segment audiences and deliver communications and offers that are increasingly relevant to individual guests.

"Digital engagement is giving us an opportunity to build a much more meaningful relationship with our guests beyond the individual transaction," said Dessie Brown, Head of Marketing for Feng Cha. "As we continue growing our mobile app and loyalty community, we're gaining greater insight into what our guests enjoy, how often they visit and how they engage with the brand. That allows us to communicate with them in a way that is more relevant, timely and valuable."

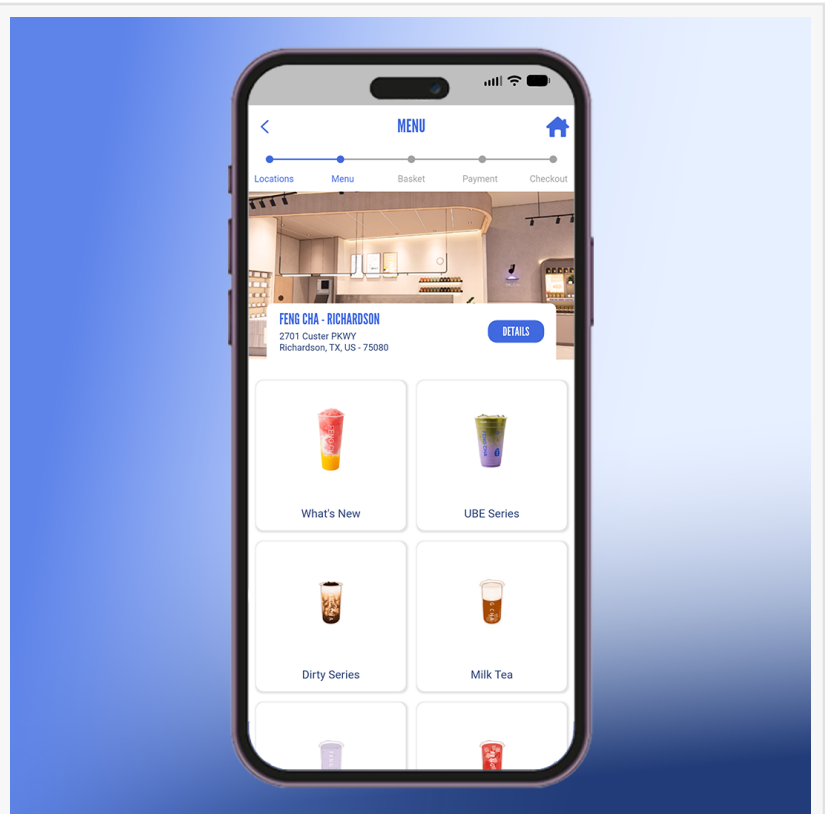
Turning Customer Data Into Repeat Visits

An important component of Feng Cha's technology modernization is the ability to identify changes in customer behavior and respond with targeted marketing.

Automated win-back campaigns, for example, can identify guests who have not visited within a predetermined period and deliver targeted incentives designed to encourage another visit. Feng Cha can also segment customers based on purchasing behavior, loyalty activity, frequency and engagement, creating opportunities to communicate differently with highly active customers, occasional visitors and lapsed guests.

For franchisees, these capabilities are intended to help turn more first-time and occasional customers into repeat guests while strengthening relationships with Feng Cha's most loyal fans.

The digital platform also gives Feng Cha's marketing team greater visibility into actual customer activity, allowing campaigns to be developed, measured and optimized using behavioral data. The result is an increasingly connected ecosystem in which ordering, loyalty and marketing work together to support customer retention and engagement.



"We don't view loyalty as simply a points program," Brown said. "The larger opportunity is using technology to understand our customers better and give them more reasons to engage with Feng Cha. As our digital community grows, we can become more sophisticated about rewarding loyalty, re-engaging guests and creating experiences that keep the brand relevant between visits."

The Next Evolution of Feng Cha Rewards

Feng Cha is also preparing the next evolution of Feng Cha Rewards, featuring four membership levels: Bronze, Silver, Gold and the exclusive Feng Cha Black tier.

The tiered structure is designed to give guests additional opportunities to unlock elevated benefits and experiences as their relationship with the brand grows. Additional details regarding the new tiers and associated rewards will be announced in the future.

Feng Cha is supporting continued app growth through targeted digital campaigns, social media, in-store promotion and exclusive incentives. App-only offers, bonus rewards, limited-time promotions and exclusive access are among the tools the brand can use to encourage downloads and expand participation in the Feng Cha Rewards community.

Technology Supporting a Growing Franchise System

The digital initiative is part of Feng Cha's broader effort to build the infrastructure required to support a growing franchise organization.

As the brand expands into new markets, its increasingly sophisticated digital platform gives Feng Cha an opportunity to pair the local connection of its cafés with systemwide technology, customer intelligence and marketing capabilities.

For prospective franchisees, that infrastructure represents an important component of the Feng Cha franchise opportunity: operators enter a system that is continuing to invest in tools designed to understand customers, increase engagement, support retention and create additional opportunities to drive repeat business.

The modernization also reflects Feng Cha's broader approach to growth – continuing to evolve the systems behind the brand while preserving the product quality, hospitality and guest experience that have fueled its expansion.

About Feng Cha

Founded in 2017, Feng Cha is a rapidly growing premium boba beverage franchise offering handcrafted beverages, fresh ingredients, and a modern café experience. With locations throughout the United States and continued nationwide expansion through franchising, Feng Cha is committed to delivering exceptional products while creating meaningful connections within the communities its franchisees proudly serve.

Dessie Brown, Jr.

Feng Cha

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