

Driving Loyalty, Stored Value, and In-Store Engagement with Google Wallet

Who is Desi Bites

Desi Bites is a multi-location food and grocery brand serving local communities, with a strong focus on repeat visits and customer loyalty.

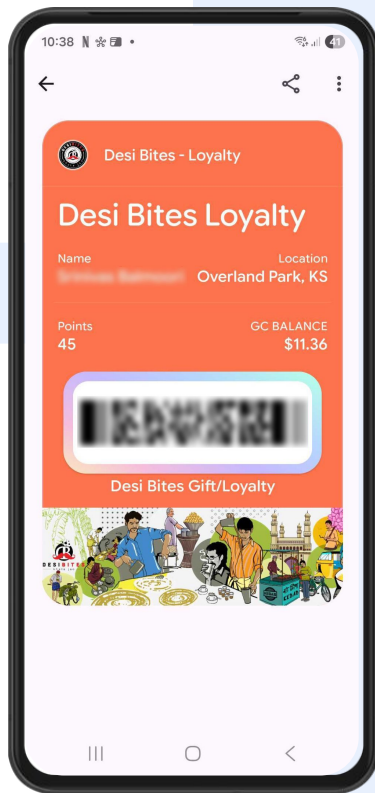
A digital-first approach that works seamlessly in store.

The Problem

Desi Bites wanted to modernise its loyalty and gift card experience while keeping in-store checkout fast and familiar. Physical cards were costly to manage, customers had limited visibility into their rewards, and staff often needed to assist with balance checks.

Key challenges included:

- Reliance on physical loyalty and gift cards
- Limited visibility of points and gift card balances
- Slower checkout caused by manual lookups
- No simple way to engage customers after a visit



The Solution

Desi Bites uses Wallet to deliver loyalty points and gift card balances through a single digital pass. Customers enroll digitally and add their card to their Wallet app, where they can view rewards and stored value at any time. In store, customers scan their Wallet pass at the POS to earn points or redeem gift cards, with balances updating automatically after each transaction.

“Wallet Passes have given our customers a simple way to see their loyalty points and gift card balances in one place. Updating balances and sending messages directly to Wallet helps us stay connected with customers beyond the checkout.”

The Results

By moving loyalty and stored value into Google Wallet, Desi Bites simplified the customer experience while improving operational efficiency.

Key outcomes:

- Reduced reliance on physical cards
- Faster checkout using a single digital pass
- Always up-to-date loyalty and gift card balances
- Secure, animated barcodes for in-store redemption
- Strong brand presence every time customers open Wallet