



The Need for Change

The combination of online food delivery, in home food kits and an increasingly competitive market, is placing huge pressure on restaurants to move to a digital customer experience.

As the world moves into recovery, balancing risk to reward is more important than ever. Keeping customers safe, balancing cost and increasing revenue will become a huge differentiator.

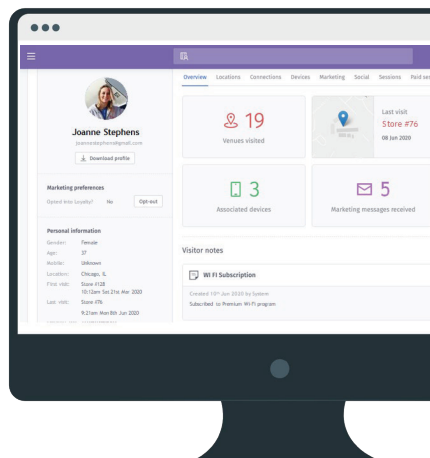
A STRATEGY FOR SUCCESS

RISK	RESOLUTION	OPPORTUNITY	REWARD
Decentralized Inconsistent Unsecure Non-compliant Off brand	Managed Controlled Accredited Compliant Brand aware	Customer knowledge Digital profiles Enhanced experience Reward members Tailored offers	Customer acquisition More return visits Higher satisfaction Improved loyalty Increased spend

Know Your Customers

Drive truly tailored experiences by creating accurate digital profiles based on the attitude and behavior of your customers.

These profiles can then be used to create targeted and personalized engagement, education, promotions and rewards.



of all QSR orders
will be mobile by
2021



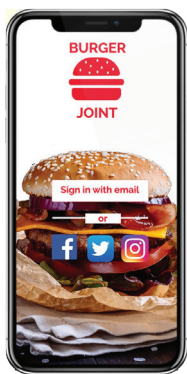
of digital engaged
customers will
revisit



decline in customer
spending in the
sector

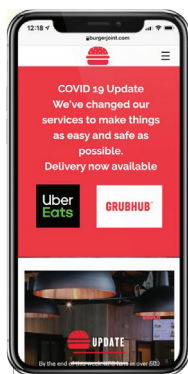


increase in earnings
from satisfied
customers



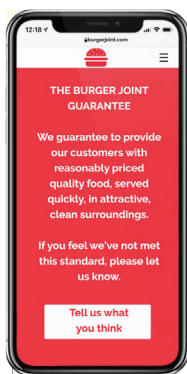
Connect

Provide a secure and protected WiFi program



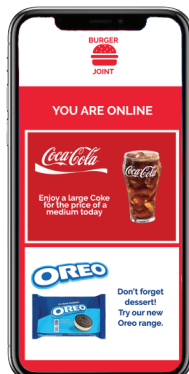
Engage

Use customer preferences to tailor message



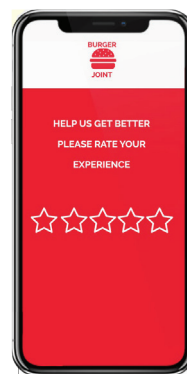
Educate

Provide key business values and updates



Reward

Personalize offers to meet customer needs



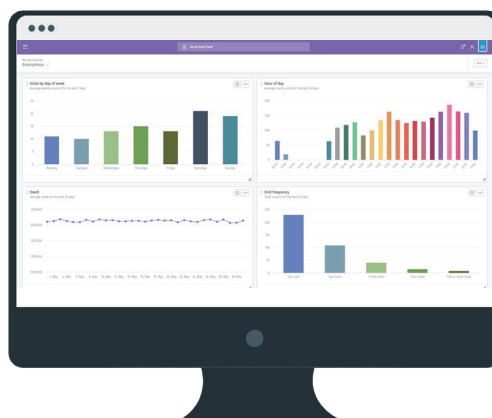
Survey

Gain feedback to drive customer satisfaction

Actionable insight

Leverage both captured customer and anonymous data to understand insight such as; preferences, guest behavior, dwell time, engagement and return rates.

Role based dashboards, reports and alerts - allow the identification of risk and key opportunities to drive optimal action. This leads to increased satisfaction, improved brand loyalty, high rates of return visits and optimized customer spend.



KFC



Proven Business Benefit



of new customers registering



unique customer records p/restaurant



increase in return visits



increase in customer spend