



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.

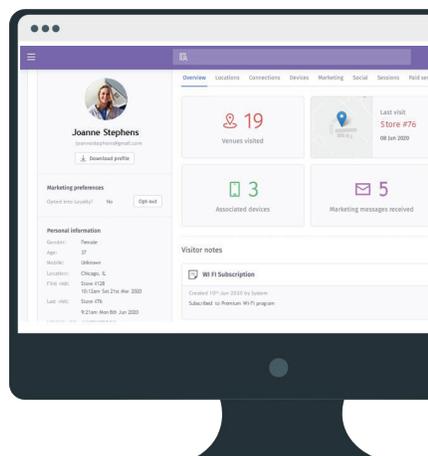
A STRATEGY FOR SUCCESS

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



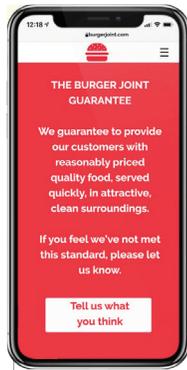
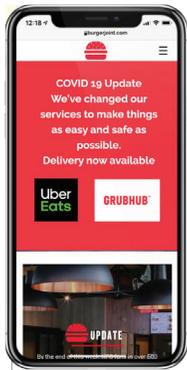
of digital engaged customers will revisit



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

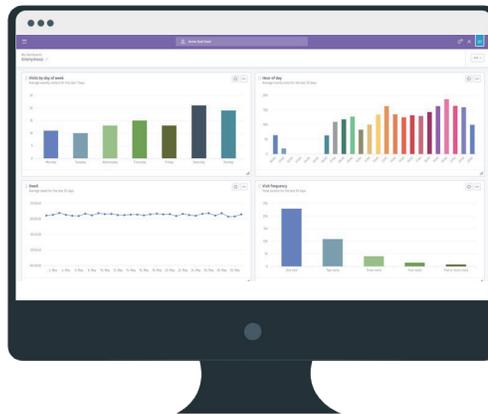
Survey

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.



Proven Business Benefit



of new customers registering



unique customer records p/restaurant



increase in return visits



increase in customer spend