

# Restaurants & Mobile

Why Your Restaurant Needs A Mobile Experience



# Why Mobile?

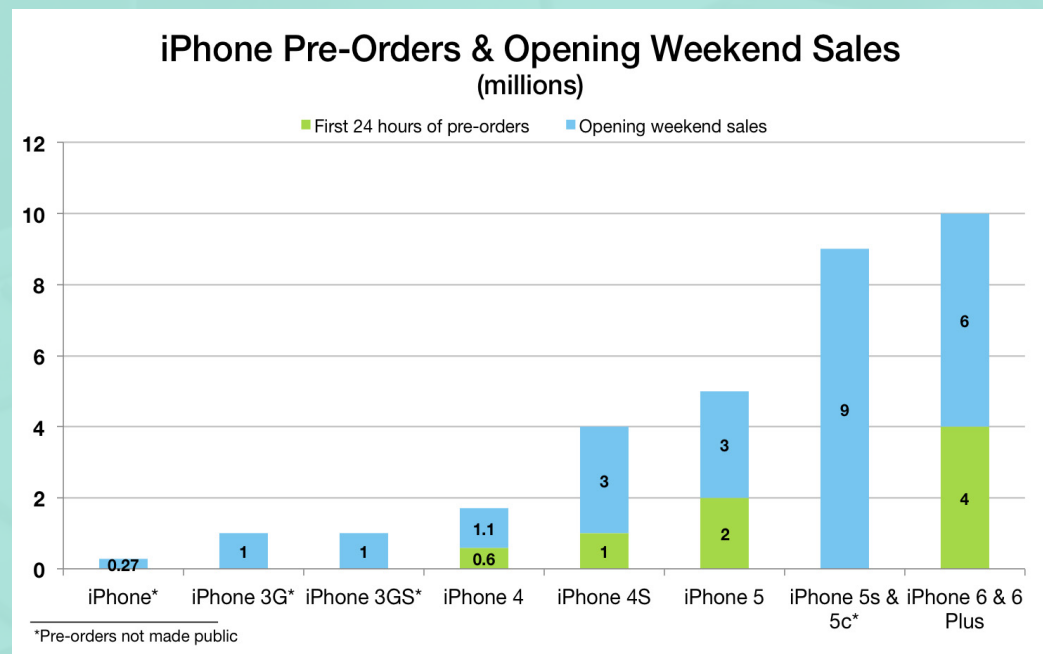
95% of smartphone users look for local information on their phone, and 90% take action as a result



# Mobile Industry

- Of the world's 6.8 billion mobile phones in use, 2 billion are smartphones

Apple sold 10  
Million iPhone6 &  
6 Plus in the first  
weekend of release

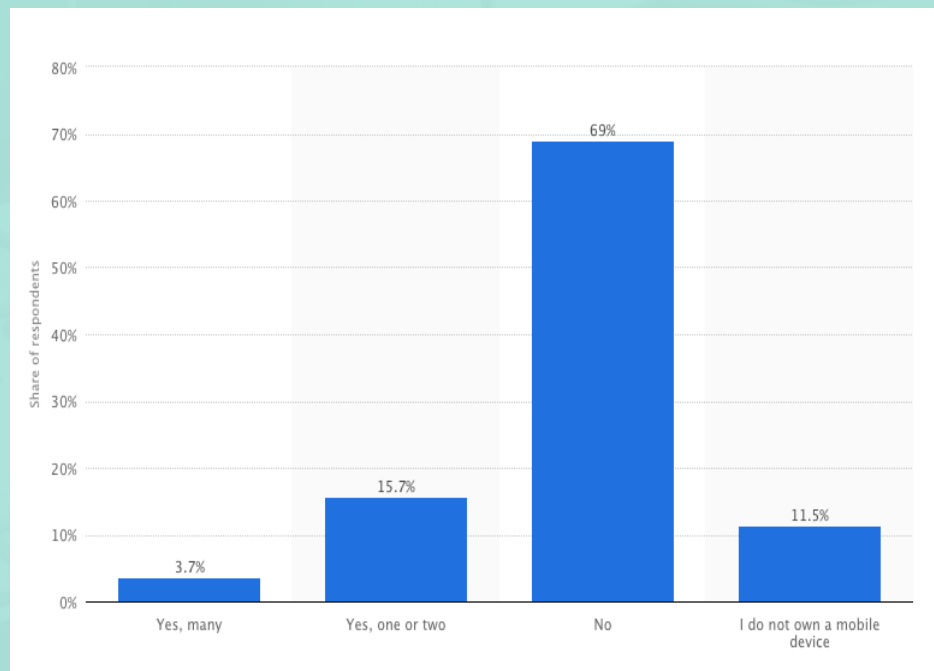


# Grow Your Restaurant Business

Grow your restaurants bottom line with an engaging mobile experience, by starting up a few mobile projects, restaurants can enjoy

- More Customers
- More Business
- More Revenue

15.7% of the mobile app users said they had mobile apps for one or two specific restaurants



# Restaurant Apps Give Customers Options

- View menu items and daily specials
- In app food ordering for delivery or pick up
- Make same day and future reservations
- Submit and see reviews
- Post to your social media profiles
- Stay up to date with events and promotions
- Participate in loyalty reward programs and More!

# Add Technology to the Menu

Smartphone users and Restaurateurs alike are adopting to this new trend..

- Payment
  - 52% of consumers would use an electronic payment system if available
  - 55% say mobile payment systems will become more popular
- Ordering
  - 41% of consumers would use a self-service terminal if available
  - For Restaurateurs 82% of quick service restaurants say online and smartphone ordering will become more popular
- Smartphone Apps
  - 46% of consumers say that they would use a restaurants smart phone app if available
  - 48% of restaurateurs believe that apps will become more popular
- Social Media & Online
  - Consumers are increasingly using social media to enhance their restaurant experience
  - 9 in 10 restaurateurs say social media will become more important marketing tools

# 8 Reasons Your Restaurant Needs a Mobile Ordering App

1. Customers are already using restaurant ordering apps, and spending money through the apps
2. It keeps your business up to date with the latest consumer engagement tool, don't leave your business out!
3. You can share information through social media and generate business through different channels
4. Mobile orders can boost return business
5. Overall, your restaurant will make more money! See the ROI go back into your business
6. People who are already fans of your restaurant are likely to download the app if there are incentives (*push notifications, coupons, etc*)
7. Increase your orders, customer visits, customer base, buzz, customer satisfaction, and ultimately, revenue!
8. If your competitor doesn't have a mobile app, you can get an immediate advantage over your competition by going mobile now

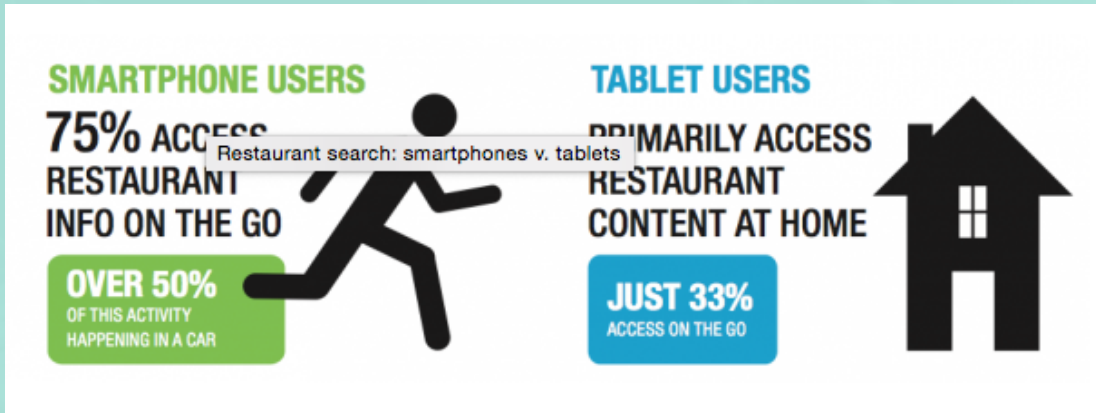


# 8 App Features to include in your Restaurant

- Menus – Let your customers know what's on the menu for every meal
- Events - Keeps customers in the loop by creating events
- Push Notifications – Alert your customers with specials, events, and bring users into your establishment
- Reservations – Book your reservation through the app
- Coupons – create coupons and customer can redeem them the next time they visit
- Places – Tell your clients where your business is location & check opening and closing ours
- Tip Calculator – Handy tool to have when dining out!
- Food Ordering - Order your meal directly from within the app, no wait, no line (delivery or pick-up option)

# Location

Let users find your restaurant more easily! Click-to-call, directions & maps, list opening and closing hours, website & share app options available



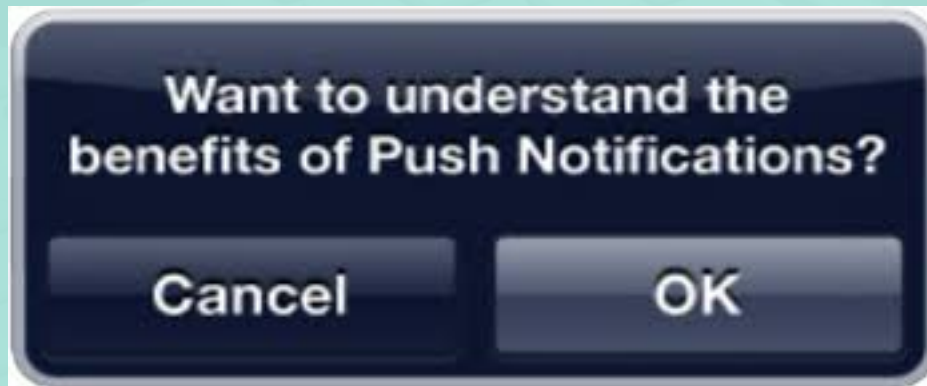
Among the smartphone Owners the hierarchy of Activities was the following:

1. Call a restaurant
2. Look up Directions
3. Up up locations near me

# Push Push Push

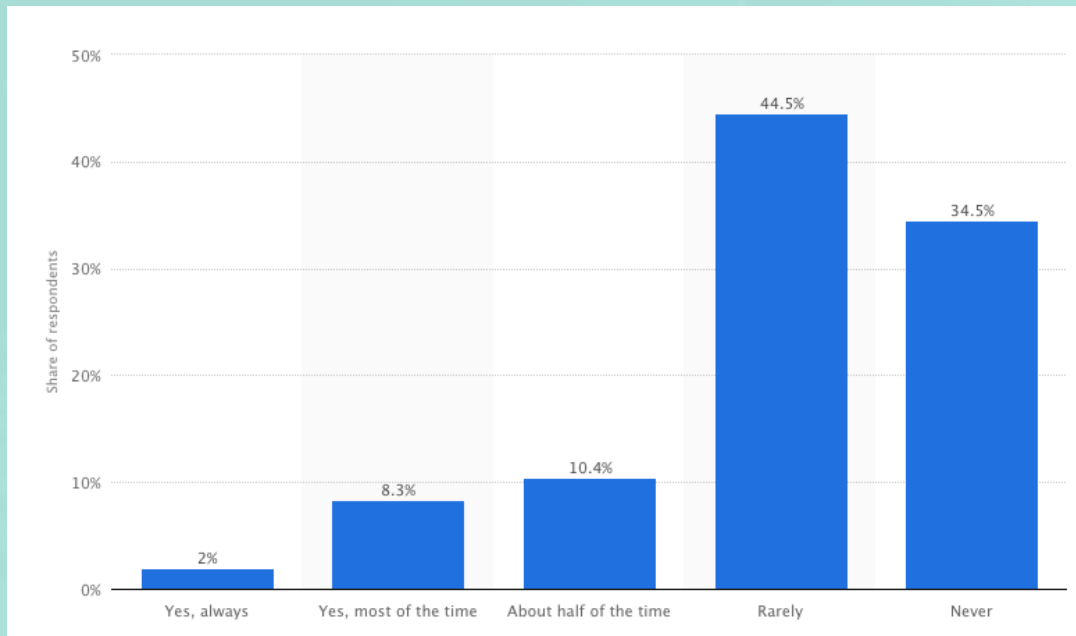
Push notifications are a great way to inform customers of daily specials and to gain restaurant traffic

- Geo-location: fence off a specific area for your push notification, and when users enter the area they will automatically receive the message on their device
- Location Push: Segment your users more by sending out push messages to users within a certain location



# Reservations

- Easily integrate your existing reservation system into the app, or let us tailor a reservation system for your businesses needs
- Customers can easily book a reservations from within the app!



10.4% of consumers made Reservations when dining out In restaurants, and this figure Will rapidly increase as more Consumers are using smartphones To enhance their dining experience

# Food Ordering

Allow users to order their next meal directly through the app. Reach more customers, increase sales, and all at the easy of your fingertips.

Customers have the option for delivery or pick up!



About 69% of consumers order food online using a mobile device, according to a new study



# Coupons & Incentives

Boost revenue, distribute coupons, and retain customers by having in app, as the easy of your clients fingertips! Mobile coupons get 10 times the redemption rate of traditional coupons and will keep customers happy

- There are 560 million mobile coupon users in 2014 (Juniper)
- By 2019 there will be 1.5 billion smartphone users who will use in app mobile coupons (Juniper)
- 34% of smartphone users, will use an app mainly for mobile coupons (Nielsen)



# Why Our Company?

- We make mobilizing your business simply & pain free
- We help bring in new business and increase repeat customers
- We handle everything from start to finish
- We're mobile experts, and fast and easy to use
- We're extremely affordable
- We provide the stellar customer support for the best app experience

