



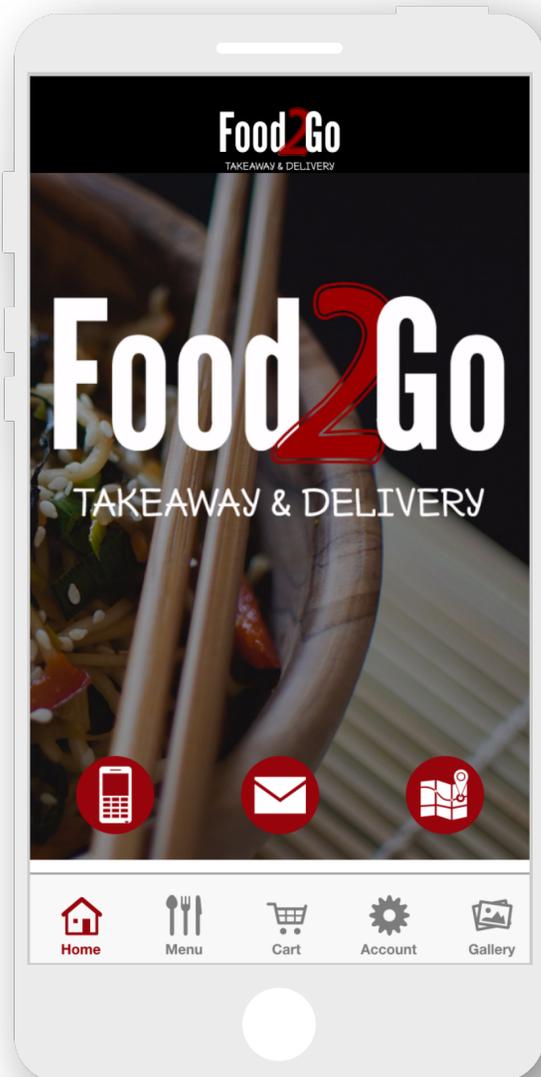
# Restaurants and Mobile Technology

## Why Your Business Needs A Mobile App



# Grow Your Business

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A mobile App for your restaurant is a powerful tool that can help grow your business and provide a simple way to reach new and existing customers. Promote your business, provide discounts and offer brand loyalty.

# The Mobile Industry

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**85%**

of mobile users are more comfortable with Apps than mobile websites.

How many of your customers are using their smartphone while at your restaurant? Think about that.

**95%**

of users go online with their smartphone every day.

# The Mobile Industry & Takeaways

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**91%**

of smartphone users have searched for a restaurant App.

**Mobile  
User  
Growth**

**97%**

of smartphone users prefer to order food using a smartphone.

**95%**

of customers like placing orders quickly and without hassle.

**Why do  
customers  
prefer mobile  
Apps?**

**99%**

of customers want to avoid queuing.

# Features Available for Restaurant Apps

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## Food Ordering

Upload your entire food menu and include full details on each item, such as a description, price and an appetizing photo. Customers can easily view and add items to their cart.

## Cart

Menu items that are added to a customer's order are summarised in the Cart tab. It includes the total order price and if you choose to give first order offers and/or provide loyalty discounts, these are also shown here.

## Customer Account

Here the customer can create an account which allows them to order from the App. They can then view their order history and loyalty acquired.

## One-Touch Calling/Emailing

User will never have to search for your contact information again. Our App offers multiple ways to contact you at the touch of a button, either by email, phone or instant message.

## Push Notifications

Use Push Notifications to broadcast messages & special offers directly to your App users. Use the advanced control features to define who, where and when you send your messages.

## Social Media Integration

Integrate all your social platforms into your App, and create a virtual hub to connect your customers with your business.

## Loyalty Programs

Your customers can earn points to redeem rewards using Location-based Check-In, social sharing or QR scans. Provide discounts and special offers, create coupons and a digital stamp card.

## Form Submissions

Our Forms tabs are completely customisable and perfect for capturing information. Create registration forms for new customers, or review or enquiry forms. Customers can even upload pictures directly from their smartphones.

## Food Gallery

Showcase your best and most popular dishes in a gallery tab. You can also let customers rate and review them. Update the gallery seasonally with new dishes to keep customers coming back time and time again.

## Maps & Directions

Customers can access directions to your business from wherever they are with the integrated Map and Location feature.

## Customer Reviews

Feature your customer reviews on an individual reviews page that prospective customers can view any time. This works similarly to word-of-mouth recommendations and builds your brand name.

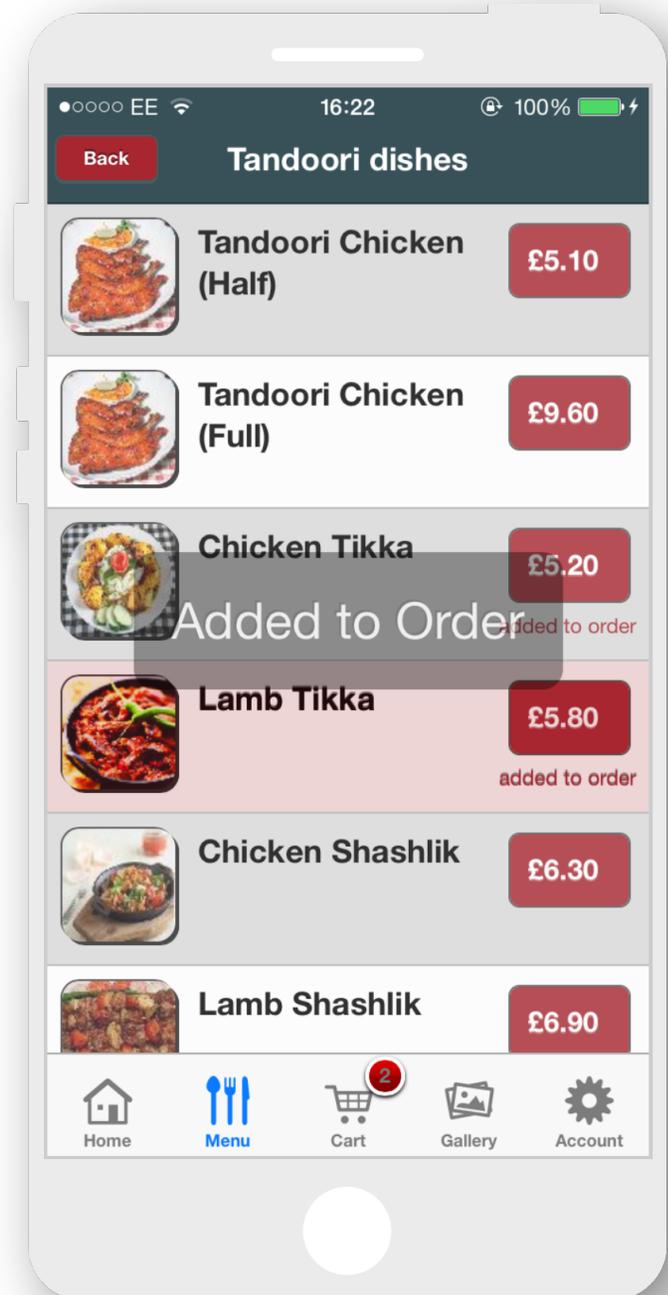
## Customer Relationship Management Tool

View and manage all of your customers using the CRM. Here you can view individual customers and bring up their profile to view order history, loyalty statistics and each action made in your App.



# Food Ordering

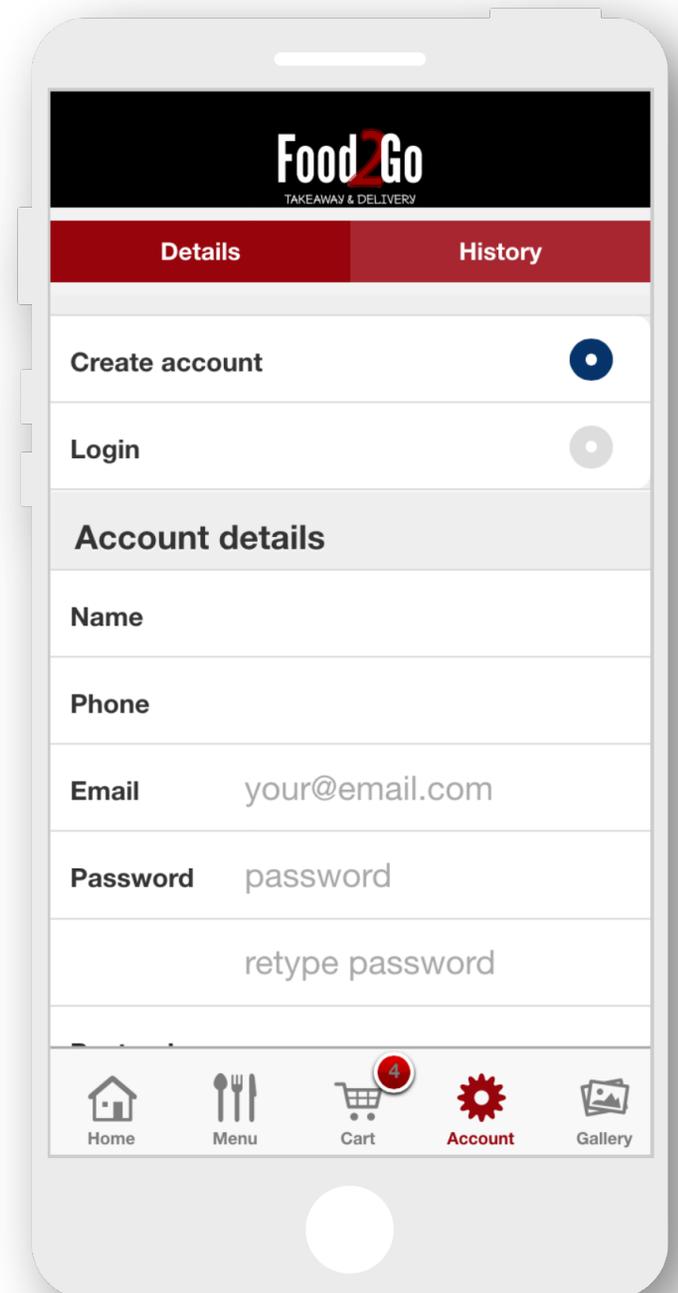
- ✓ Upload your full food menu and allow food orders directly in your App
- ✓ List items by category, such as “starters” and “mains”
- ✓ Include appetizing thumbnail images
- ✓ Easily add and remove items to and from the Cart tab.
- ✓ All items are summarized in the Cart tab
- ✓ Cart tab include the price and any loyalty acquired with the order.





# Customer Account

- ✓ The Account tab allows customers to create their account to enable In-App food ordering
- ✓ Here they can view their order history and loyalty acquired from each food order they make.



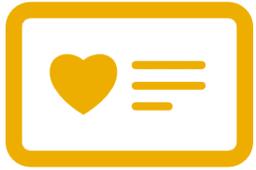


# Loyalty Schemes

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- ✓ Offer mobile loyalty schemes for your valuable customers.
- ✓ Increase your customer retention and loyalty.
- ✓ No stamps or lost cards ever again.
- ✓ Update, remove or add new loyalty rewards at any time.





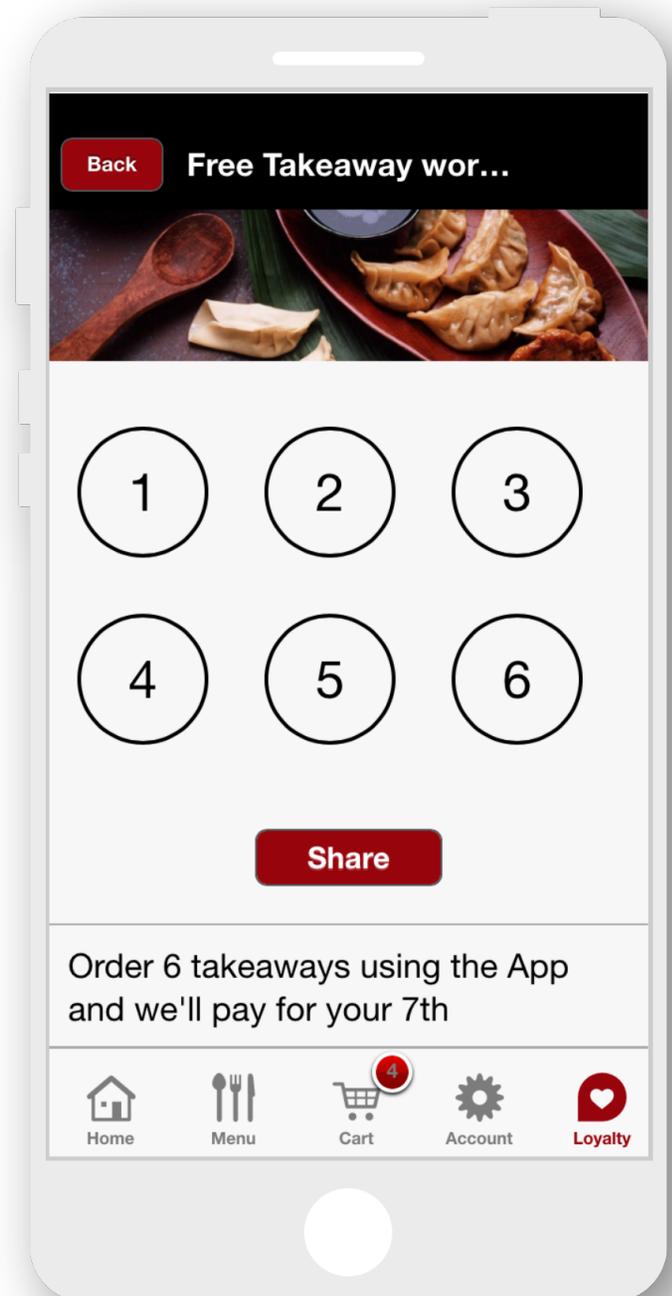
# Loyalty Cards

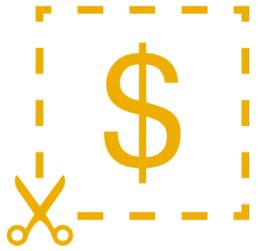
Loyalty cards allow you to reward your App users who support your business by giving them digital stamps.

Offer a digital stamp each time they make a food order or buy a particular menu item using your App.

Exchange fully stamped cards for rewards!

- **95% of people who enrolled in a mobile loyalty program said they were likely to continue using it**
- **90% of consumers who have joined mobile Loyalty programs feel they have gained value from them**
- **73% of consumers are interested in saving loyalty cards on their smartphones.**



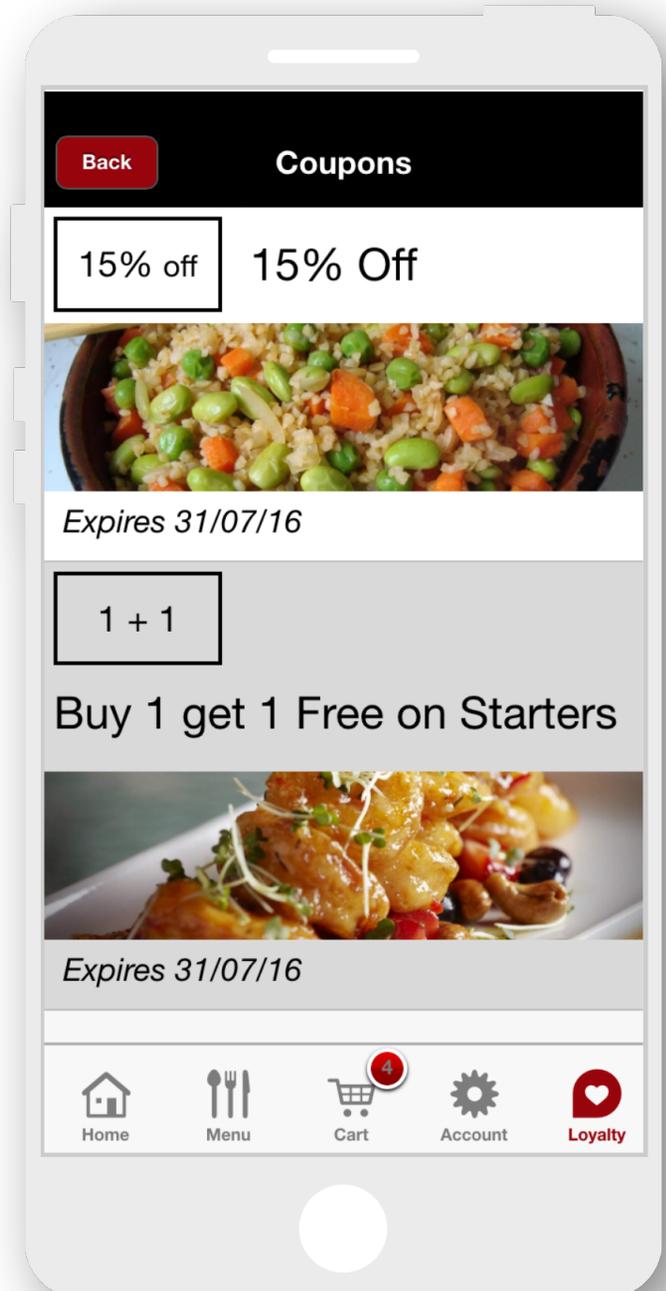


# Coupons

Create redeemable coupons that customers can access directly in your App.

These can be discounts on individual items or food orders made using the App.

- **75% of mobile shoppers have used a mobile coupon**
- **82% of consumers said digital coupons are more convenient than printed coupons**
- **77% of smartphone users said mobile offers have a positive impact on their brand loyalty**
- **59% said they would have a more positive opinion of a business if they could receive coupons and offers that could be saved on their smartphones**





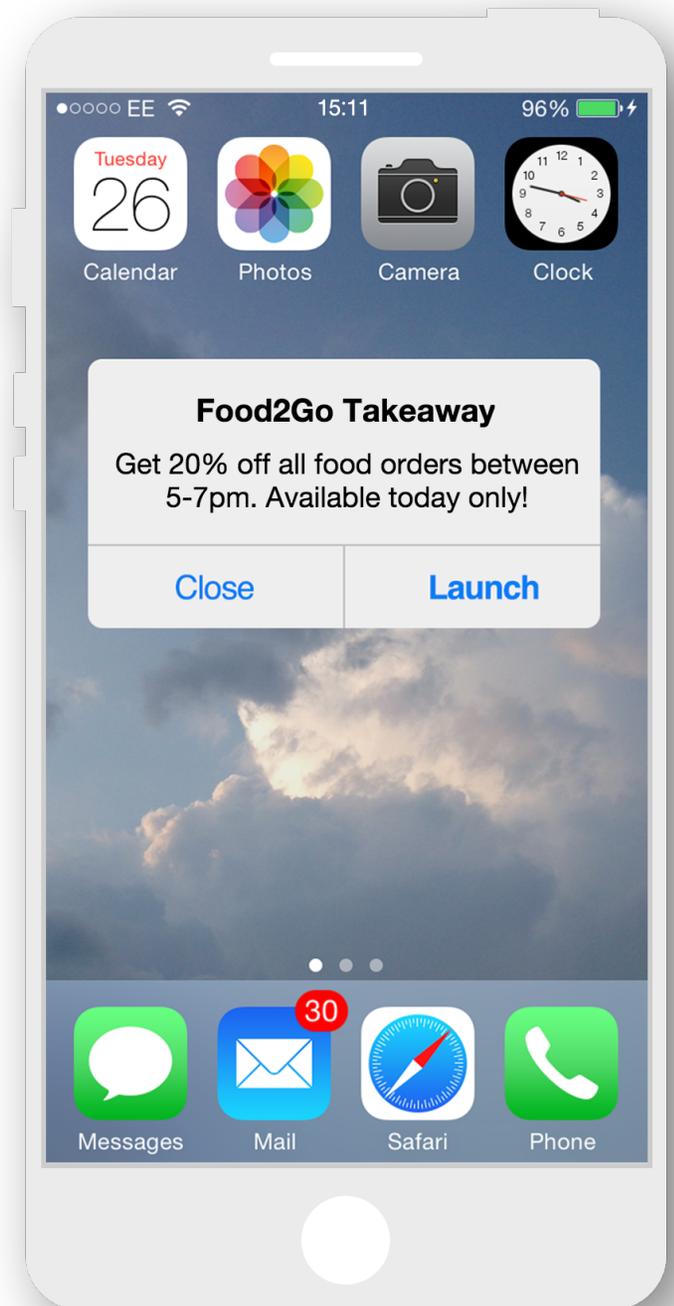
# Push Notifications

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Use Push Notifications to broadcast messages directly to your App users.

Advanced control features such as **Scheduling, Targeting and Geo-Fencing** allow you to define who, where and when you send your messages.

Send special offers and discounts at quieter times to keep business coming in.



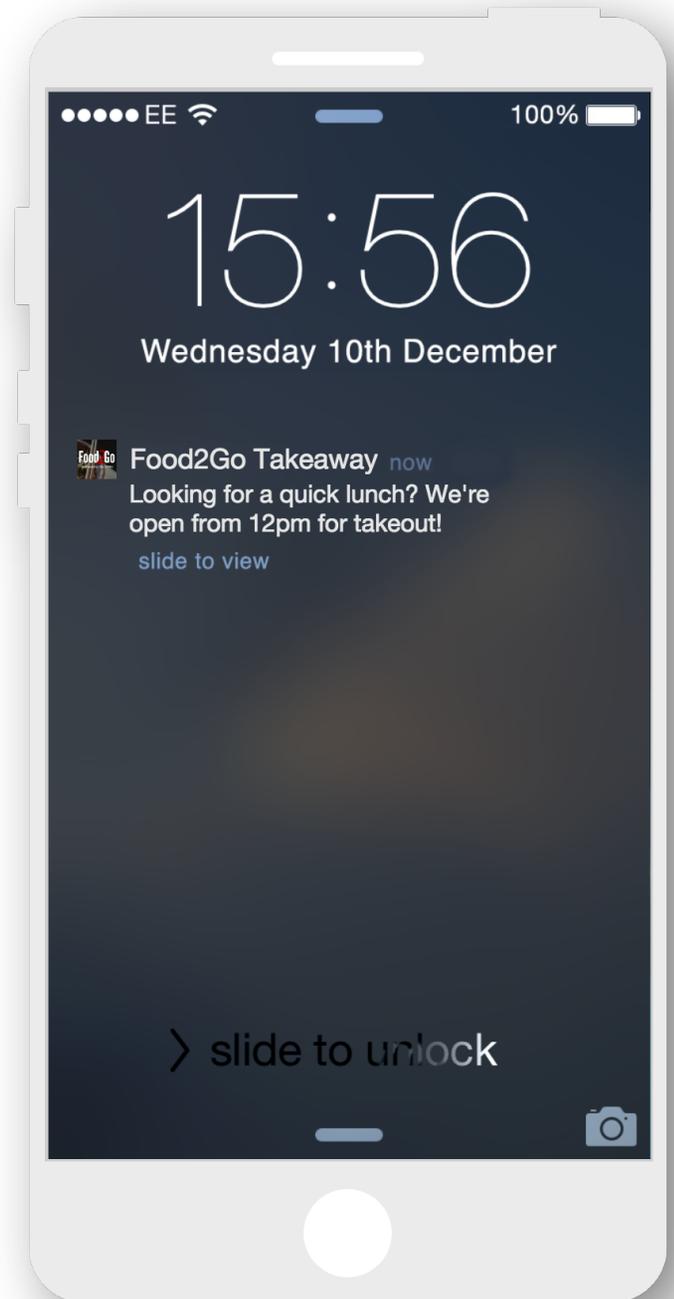


# Geo-Fencing

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Create virtual “fences” around a pre-defined area, such as your takeaway or even your competitor’s, and send Push Notifications to the phones of users who walk within that area.

- **Engage Local Users.** Shout out about your menu specials and special offers to nearby App users. Offer them something so special that won’t even think about visiting another takeaway.
- **Deals can be hyper-local.** Knowing that customers are nearby lets businesses tailor offers based on local events or holidays, such as Valentine’s Day or Mother’s Day.
- **Personal Touch.** Knowing where your customers are and how they behave allows you to customise offers and give them rewards and personalised experiences.





# Scheduling

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Plan ahead for an upcoming event and schedule your notifications by date and time.

Set aside a day to plan key dates and times to send out your messages.

Note down important holidays or events that may affect your business and create offers around them.





# Targeting

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Create Tags against your customers to group them into different categories depending on their needs.

Extremely useful for sending out user-specific notifications and keeping your announcements relevant.

Group customers into VIPS, REGULARS, or NEW and create customized messages for each group.



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