



# WORKING UP AN APP-ETITE

Consumer? F&B business owner? Whatever your appetite, you'll be able to sate it with a few taps and swipes.



## SOCIAL REVIEWS & RECOMMENDATIONS

### BENEFITS TO CUSTOMERS

Helps with decision making

### BENEFITS TO BUSINESS OWNERS

- ▶ Positive bounce from favorable reviews
- ▶ Gain champion influencers such as bloggers & celebrities
- ▶ Upsell revenue from automated recommendations
- ▶ Track customer preferences for greater personalisation

## ONLINE/MOBILE RESERVATION AND ORDERS



Reserve and order ahead without having to join a queue



Track point-of-sale transactions



Track queue waiting time



Upsell add-ons and increase average order values

## NUTRITION AND CALORIE TRACKING

- ▶ Identify sources and food origin
- ▶ e-recommendations on food pairing

Brand extension of eateries going down the 'Health food' route



## FOOD DELIVERY



Enjoy food from the comfort of your home/office



Consume food at any time of the day



Additional avenue of income

## MOBILE PAYMENT

- ▶ Ease payment friction
- ▶ Loyal customers gifted free food / beverages & points



Manpower & productivity gains – feed payment data directly into financial management software