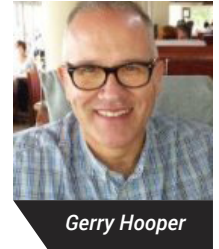


# The hidden value in smartphone technology



Gerry Hooper

**Gerry Hooper, Sales and Operations Director for Zapper.com, explains how building customer loyalty is easier than you think.** A vast amount is spent every year trying to get diners through the door and even more is spent trying to get them to come back. To stand out, it's important to have the personal touch and an integral part of that is knowing your customer.

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## Know your customer

We can all appreciate the value of a loyal customer and just what it means to your restaurant. The challenge is how to make your marketing relevant enough to stand out from the thousands of emails and adverts your customers are flooded with daily. A vital component of achieving loyalty is an understanding of who your customers are.

The stronger customer profile you have, the more likely your marketing will resonate with them. While this may sound obvious it is still a big challenge. However with the introduction of mobile technology, capturing this granular level of detail is easier than you think. Many of the people we talk to are surprised that all of this information can be captured through a simple mobile payment.



## The key is mobile

Let's be honest. Paying a bill in a bar or restaurant is not the most enjoyable or memorable part of your visit. Nonetheless it does form part of the dining experience. Even the most positive restaurant visit can quickly sour if you are kept waiting to pay your bill.

an otherwise standard payment process, speed up payment and turn tables quicker is certainly attractive. Many waiting staff have enough on their metaphorical plates simply tending to diners and ensuring they are receiving the best possible experience without worrying about payment.

That's why the benefits of mobile technology such as Zapper are two-fold. For consumers it is the ability to pay when they want, split the bill easily and get rewarded in return for their loyalty. For restaurants, the opportunity to modernise their front of house and add some theatre to

It is what happens after the payment has occurred that really interests restaurants. The CRM, and marketing platform within the app, gives them another, critical channel, to reengage dormant customers, attract new ones and most importantly build loyalty with their existing base.

## Use your data

The measurement of marketing is also made dramatically easier with a system like this. With traditional marketing and advertising spend it is often difficult to measure the exact impact. This is due to the many other external factors that affect why a diner may visit your restaurant on any given day. Using Zapper, you can

report on: total spend, average spend, dining habits, tips, what was ordered and if promotions were used. Giving you greater efficiency and a higher ROI.

Why wouldn't you want to incentivise your customers? Or open an additional communication channel to them? Why wouldn't you want to be able to greet regulars by name and

thank them at the conclusion of their meal?

It's for this reason many of our restaurant partners have made the move to mobile payment technology and why shouldn't they? Consumers are embracing the technology and reaping the rewards.

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