MENU

# Personalising the hospitality experience using e-commerce marketplaces

SIX E-NNOVATION WEEK

**November 2018**

**MENU Technologies AG** | Dammstrasse 19 | 6301 Zug | Switzerland

menu.app

# “Restaurant of the Future”

*Deloitte Study*

## CREATING A WINNING GUEST EXPERIENCE:

**40%** of guests prefer to order online

and when they do, spend **increases by 26% in QSR ***

and **by 13% in casual & fast casual restaurants**

In QSR, when technology is used to place orders frequency of visit **increases by 6%**

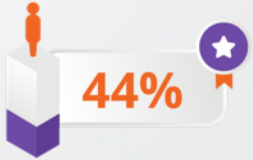
and average spend / visit increases by **20%**

**46% of guests want to pay by phone** for Take Away orders

and **36% in restaurants,**

and **50%** of those who do **want a restaurant app to pay**

Tracking loyalty points is a key feature users want in a restaurant app; **51% of loyalty members want discounts** and **44% engagement rewards**




*** Quick Service Restaurant**



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# Why self-order and payment solutions

*Solving the day to day waiting times in all types in restaurants*

- **Guests order up to 30% more** when restaurants offer digital order & payment solutions to their guests…
- …and **they come back more often** when restaurants use digital order & payment solutions (findings of Deloitte study).
- **Restaurants are able to serve more guests more efficiently** as they are not tied up to manually process orders and payments.
- **Millennials expect to order and pay online** in restaurants without any waiting times and waiting lines…
- …**tolerance for waiting times decreases dramatically** as guests are used to digital solutions to manage every other area of their daily lives.



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# Order and payment moves into the hands of guests

*Better guest experience, higher revenues and efficiency*

Value

**POS systems**

MENU

**B2B**

POS systems cater to staff in restaurants.

**B2C**

MENU caters to guests inside and outside of restaurants.

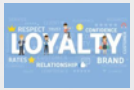
Cash register

POS Back-of-house servers

Credit card terminals

POS iPad/ cloud-based

Handhelds for staff

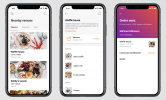



Loyalty program

Tablets at table to order (w/o payment)

Web-Shops for Delivery / Take Away

Kiosks to order & pay



Mobile order &/or pay

Time



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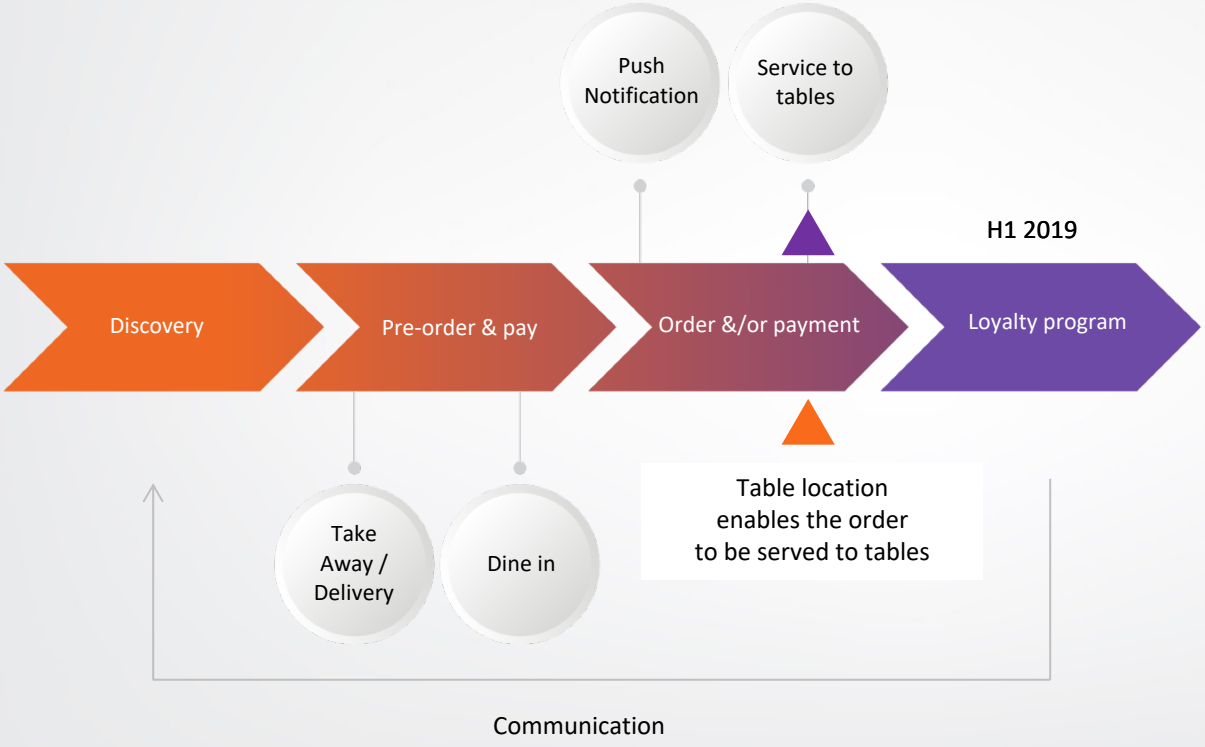
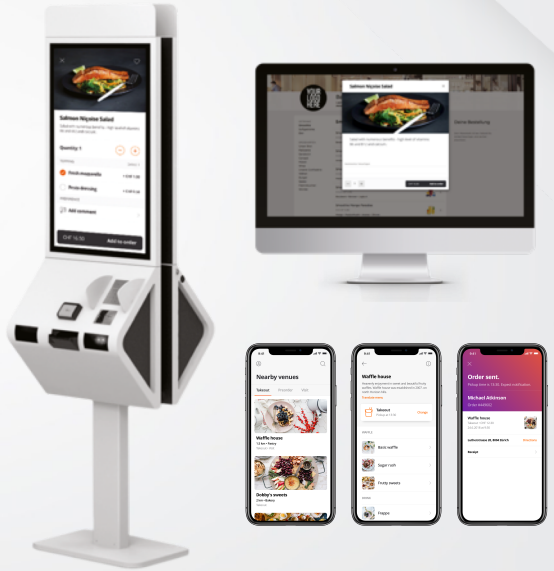
# Seamless order & payment experience

*For all types of restaurants, incl. QSR, LSR, FSR, Canteens*





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# Omni-Channel solution for restaurants

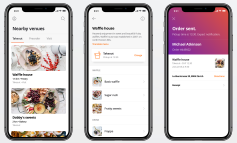
*Reaching every guest, independent of time, place, device or payment method*

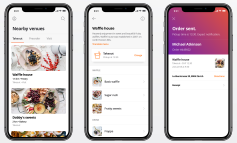
Discovery → Pre-order & pay → Order & pay in restaurant → Loyalty credits

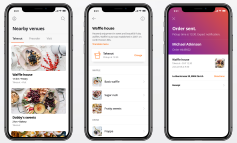
**Kiosk**
(Restaurant specific)

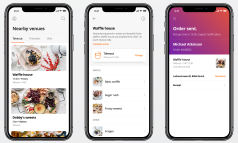
**Desktop**
(Restaurant specific)

**Mobile**
(R-specific or
R-unspecific)











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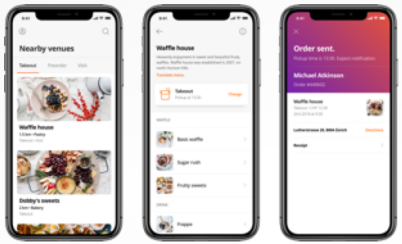
# Multi-Channel solution, managed from one back-end system

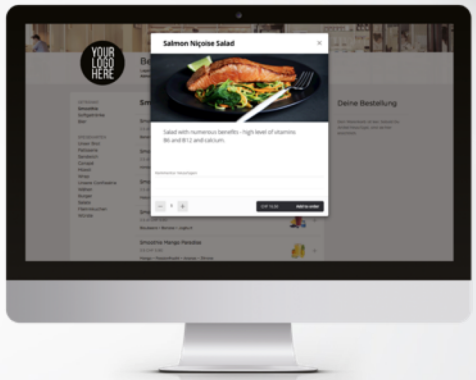
*Self-order and payment Kiosk/Mobile Apps/Web App*

**Kiosk**

**Mobile**



**Desktop**



Data

Data

Data

**CMS***

* CMS = Content Management System



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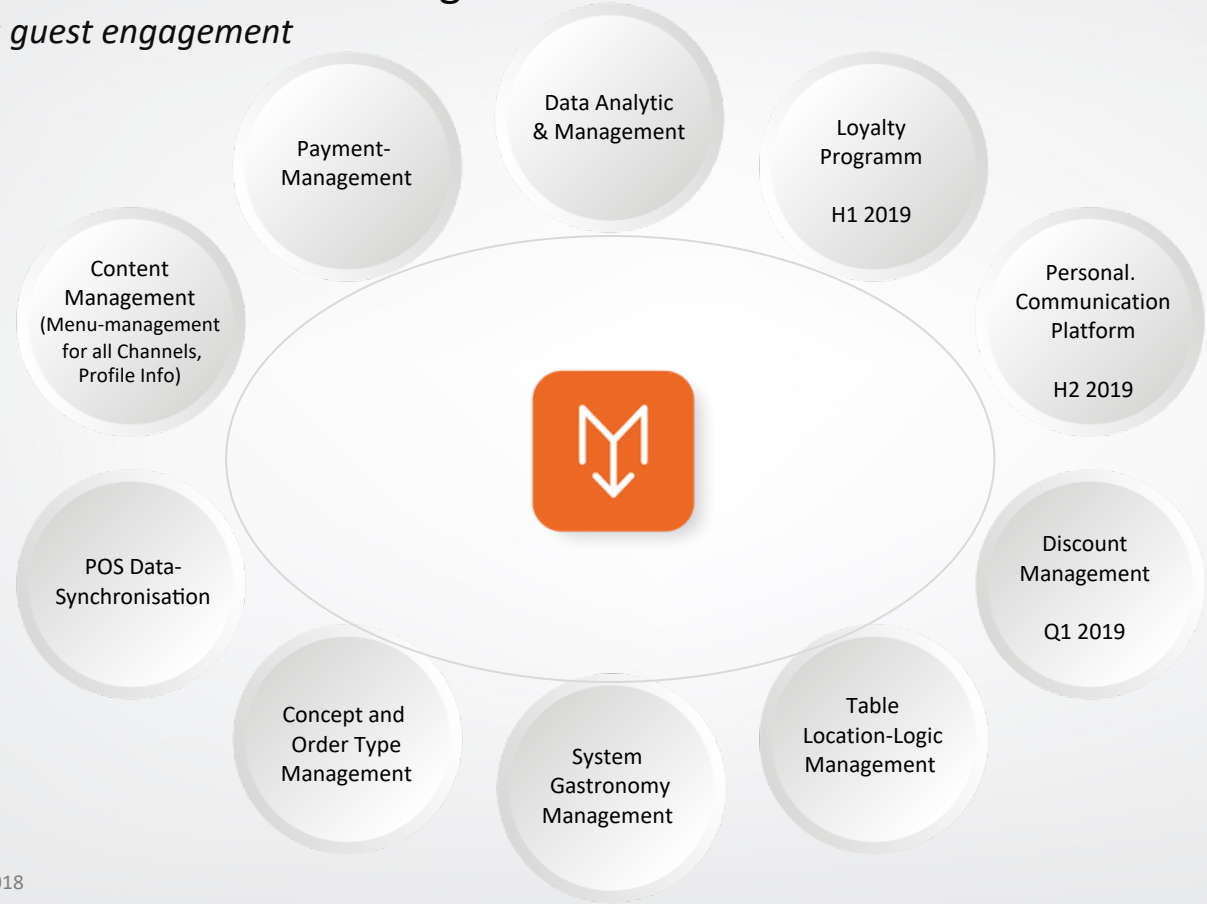
# MENU as a data hub to manage user interface data

*Enabling guest engagement*



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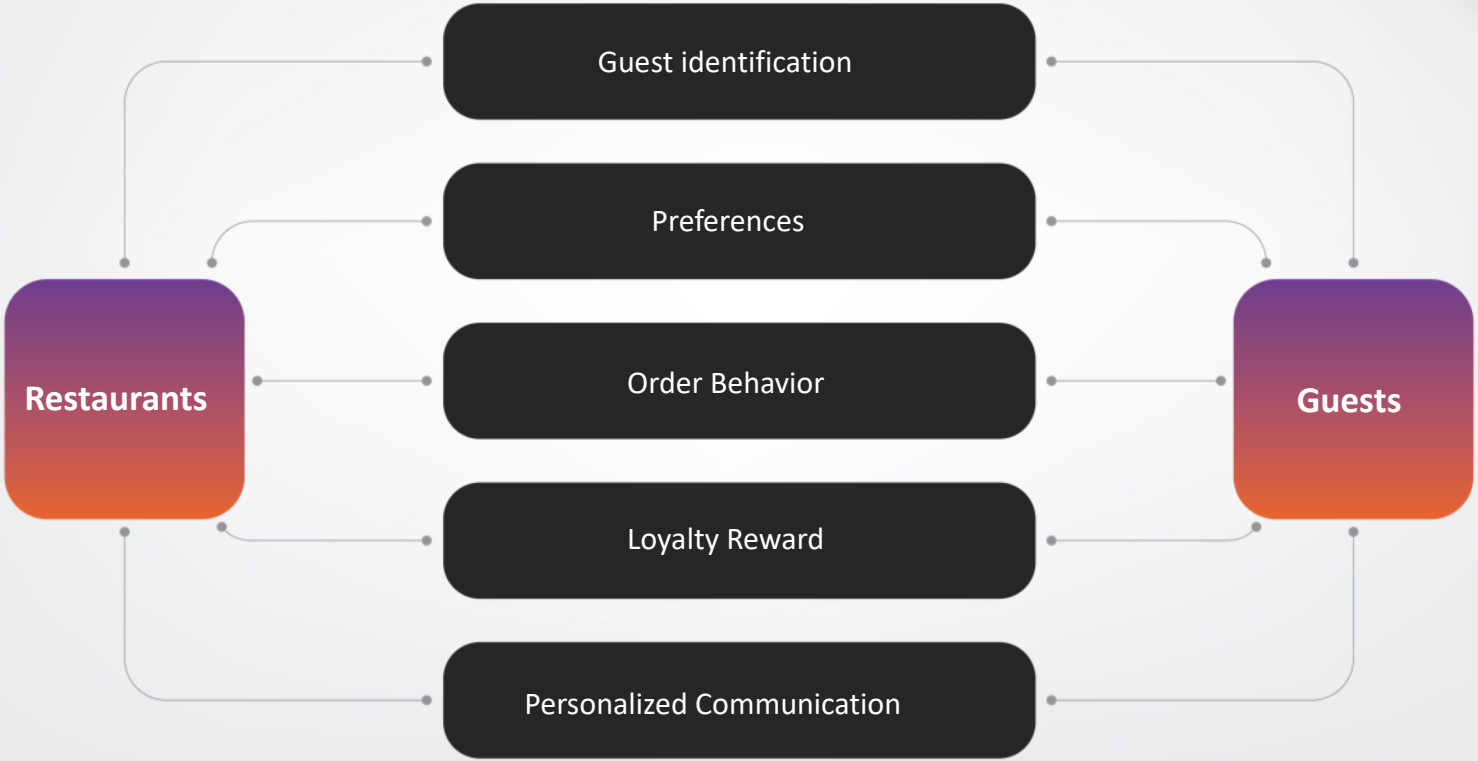
# Connecting restaurants with their guests

*Enabling personalised communication*



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# MENU's marketplace

*One App, one account, any restaurant*

- **One App**
  for any restaurant, independent of service concept, anywhere @ anytime.

- **One Account:**
  to enter payment method, loyalty program and store receipts.

- **Any restaurant:**
  application automatically adjusts to location of a guest:
  - geo-fencing for outside of restaurant
  - micro-location logic for inside of restaurant
  - multi-restaurant concepts



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# MENU is part of the mobile payment mega-trend

*One App, one account, any restaurant..*

- >60% of mobile payment users have already used mobile payment in a Quick Service Restaurant (QSR)
- >50% of mobile payment users have already used mobile payment in a full-service restaurant (FSR)

→ **Emergence of new mobile payment systems**



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# SIX Payment Services for MENU

*Financial handling of MENU payments*

- **SIX supports MENU in scaling it's business across different markets**

  - SIX stores all payment methods on file

  - SIX ensures that MENU is always PCI-compliant

- **SIX wires funds directly to merchants (restaurants)**

  - MENU does not hold funds and as such is not a financial intermediary

- **SIX splits transaction values**

  - MENU receives its commission income from SIX



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MENU drives digital transformation in the hospitality industry.

By doing so MENU personalises and enhances the dining experience, boosts revenues and drives efficiency for guests and restaurants.

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