



The Buyers Guide to Restaurant Guest Engagement and Loyalty Platforms.

100 Essential Questions to Ask Before You Buy

REWARDS CHOICE AND EASE OF LOYALTY MANAGEMENT

- 21 What loyalty program structures do you offer (i.e. points-based programs, tiers, and surprise & delight)? Can customers choose from a variety of reward options? Can you provide examples of programs from high-performing establishments?
- 22 What options are available for discounts and promotions (i.e. LTOs, BOGO, % off, item-specific discounts)?
- 23 What types of non-discount rewards can customers redeem with their loyalty points (hidden menus, exclusive events/merchandise, charitable donations, etc.)? Can you provide examples of customers who have leveraged these types of rewards?
- 24 Is there a user-friendly interface for managing the loyalty program settings? Can you easily modify point accumulation and redemption rules? How does the platform handle updates and changes to the loyalty program?

PROGRAM PERFORMANCE AND BUSINESS RESULTS

- 1 How has the platform positively impacted other restaurant's customer retention and revenue growth? Provide specific examples of how the loyalty program has increased customer engagement and repeat visits for similar establishments.
- 2 What are the primary mechanisms within the platform to encourage customers to sign up for and participate in the loyalty program? What participation rate can we expect to achieve on your platform (loyalty revenue as a % of total revenue)?
- 3 Does the platform have tools that encourage new loyalty members to become more active in the program? What customer activation rate (customers with at least three purchases in the first 180 days) can we expect to achieve?
- 4 How does the platform encourage customers to make larger or more frequent purchases, and can you explain how this works? What increase in frequency and average check can we

LOYALTY PROGRAM PARTICIPATION

- 11 How do new customers sign up for the loyalty program? How many customers can we expect to sign up per location per month? How will this change if I move to a different POS system or have multiple POS systems?
- 12 What % increase can we expect in active customers in our database? Provide specific examples of how the loyalty program has increased active customers for similar establishments.
- 13 What use to identify themselves to earn loyalty benefits for purchases? How does the platform handle customer switches to a different POS system?

How many customers in the database should I expect to have made at least one of signing up? At least 3 purchases within 180 days of signing up? For similar establishments.

Can you provide personalized loyalty-based offers based on their preferences and offer a tiered loyalty program structure to drive higher spending?

Can you provide automated loyalty communications with customers, such as birthday and notifications? How much customization of these automated communications is possible?

Can you support the testing of automated communications? Is it possible to target the effectiveness of loyalty communication?

Can you provide targeting highly engaged customers and VIPs?

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Introduction

The digitization of restaurants and the increasing prevalence of third-party delivery have made the restaurant industry more competitive than ever – building a **loyal** and **engaged** customer base is a must-have for long-term success.

A well-designed guest engagement and loyalty program can be a game-changer, helping foster customer loyalty and driving repeat business, but selecting the right platform requires careful consideration.

To help you make an informed decision, we've compiled a list of the **essential 100 questions** you should ask before selecting a vendor. By thoroughly evaluating these aspects of a vendor's offering alongside your business-specific questions, you can be confident you are choosing the right solution for your restaurant's needs and business objectives.



01

Program Performance and Business Results

While it's tempting to start any technology evaluation focused on the solution's features and functions, as with any technology evaluation, the most important consideration is always how the technology solution will impact your business and further your goals.

Many restaurant loyalty programs today fail to drive true customer loyalty and in practice, can be quite expensive because they rely heavily on discounts. Many loyalty programs have negative ROI, in other words, they cost more than they offer in revenue impact. That's why it's essential to look beyond the bells and whistles – and focus on the program's ability to drive genuine customer engagement, foster repeat business, and generate measurable results. A loyalty program might have the most advanced features, but if it fails to encourage participation and deliver tangible benefits, it falls short of its purpose. For that reason, it's important to start your evaluation by defining your business goals and how a potential solution can deliver on those goals.

PROGRAM PERFORMANCE AND BUSINESS RESULTS

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- 5 Does the platform have features to drive retention and encourage the return of lapsed guests, and can you explain how they work?** What retention rate (% of customers who have made a purchase in the last 180 days) can we expect to achieve?
- 6 How does the platform help manage operational and promotional costs?** How can we ensure a positive ROI for the loyalty program?
- 7 How are restaurants on your platform today using the loyalty to solve operational challenges (reduce excess inventory, drive traffic during slow times, etc.)?** What results have you seen?
- 8 How does the loyalty program integrate with online ordering and delivery services, and what lift in digital revenue can we expect as a result of the program?** Could you provide case studies and/or testimonials from restaurants that have successfully integrated your loyalty program with our online ordering system?
- 9 Are there tools within the loyalty platform that allow us to track how loyalty program members are interacting with our online ordering channels?** How can we measure and monitor order conversion rates and take action against the barriers to conversion?
- 10 How do guests view, earn, and redeem loyalty rewards in the online ordering process to ensure a smooth and consistent customer experience?**



02

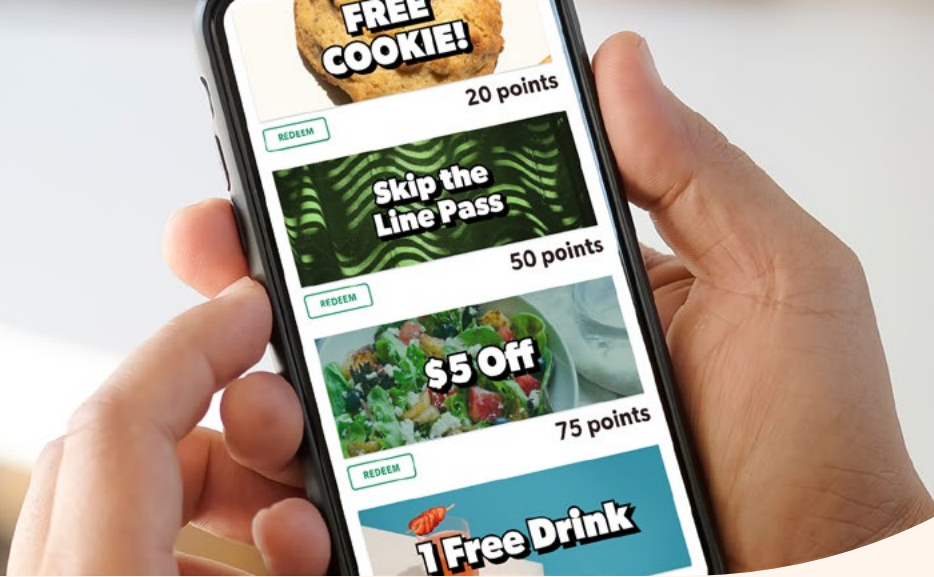
Loyalty Program Participation

Understanding the platform's ability to attract and engage customers is essential to driving long-term guest engagement with your brand.

Your guest engagement and loyalty program Participation Rate is influenced by two factors, both equally important: 1) how many people sign up for the program and 2) how often these individuals engage with the program and make trackable purchases. For this reason, you must make it as easy, accessible, and convenient as possible for guests to both join and engage with your program.

LOYALTY PROGRAM PARTICIPATION

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- 12 **What % increase can we expect in active customers in our database?** Provide specific examples of how the loyalty program has increased active customers for similar establishments.
- 13 **What methods can guests use to identify themselves to earn loyalty benefits for purchases?** Will this change if our restaurant switches to a different POS system?
- 14 **What % of loyalty members in the database should I expect to have made at least one purchase within 180 days of signing up?** At least 3 purchases within 180 days of signing up? Provide specific examples for similar establishments.
- 15 **Can customers receive personalized loyalty-based offers based on their preferences and purchase history?** Do you offer a tiered loyalty program structure to drive higher spending from engaged members?
- 16 **How does the platform handle automated loyalty communications with customers, such as welcome emails and reward notifications?** How much customization of these automated communications is available?
- 17 **How does the platform support the testing of automated communications?** Is it possible to measure and A/B test the effectiveness of loyalty communication?
- 18 **What tools are available for targeting highly engaged customers and VIPs to increase their frequency and spending?**
- 19 **What tools are available for targeting at-risk customers and encouraging them to re-engage with the brand?**
- 20 **Is a mobile application required for customers to participate in loyalty?** If not, how do non-app users sign up for the program, earn progress, and redeem rewards?



03

Rewards Choice and Ease of Loyalty Management

Customers have varied preferences. Offering a range of rewards, both discount and non-discount, ensures that every customer can find something appealing.

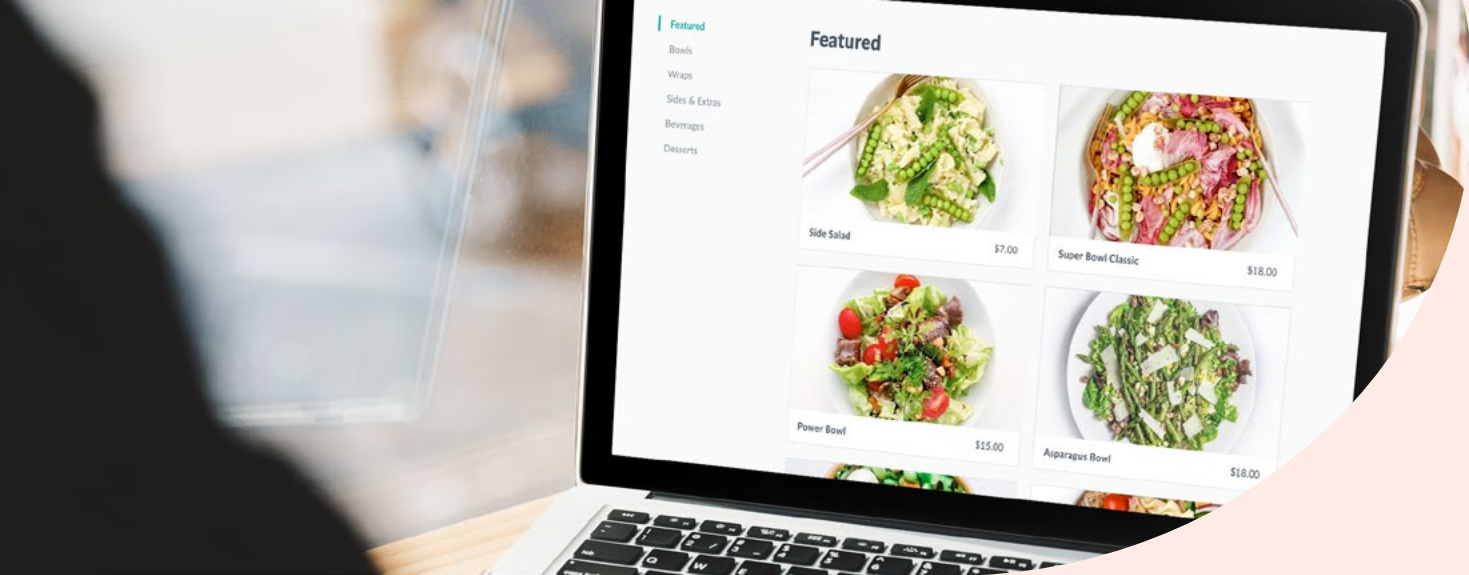
This means going beyond discounts and offering benefits based on exclusivity, status, and personalization. These non-discount rewards enhance the guest's connection with the brand and encourage them to engage more with your loyalty program.

What's more, different rewards suit different occasions. Customers might opt for a discount on a regular visit and choose a special experience for a celebration. Offering rewards that include items from various parts of your

menu can introduce customers to new items, leading to increased spending and diversified order choices. Ultimately, offering a wide variety of both discount and non-discount rewards sustains interest over time. And, offering an appealing and differentiated "menu of rewards" allows your restaurant to set your loyalty program apart from competitors, especially third-party channels.

In addition to offering a varied selection of program benefits, restaurants need to regularly adapt their loyalty programs to changing market dynamics and customer preferences. So, it's essential to be able to update the loyalty program structure and benefits without relying on an account manager or support staff. Having in-house control over program adjustments also reduces your reliance on external teams, improving your agility and responsiveness.

- 21 **What loyalty program structures do you offer (i.e. points-based programs, tiers, and surprise & delight)?** Can customers choose from a variety of reward options? Can you provide examples of programs from high-performing establishments?
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- 23 **What types of non-discount rewards can customers redeem with their loyalty points (hidden menus, exclusive events/merchandise, charitable donations, etc.)?** Can you provide examples of customers who have leveraged these types of rewards?
- 24 **Is there a user-friendly interface for managing the loyalty program settings?** Can you easily modify point accumulation and redemption rules? How does the platform handle updates and changes to the loyalty program?
- 25 **Is there a user-friendly interface for managing the rewards interface for guests (i.e. adding or removing benefits, changing imagery, adjusting reward expiration dates)?** What, if any, costs or time considerations are associated with making changes to the loyalty program?
- 26 **Does the platform provide support for bonus points (i.e. extra rewards given to customers when they engage in specific actions or behaviors)?** If so, what actions and behaviors can trigger the delivery of bonus points?
- 27 **Does the platform support multipliers (i.e. customers receive a higher number of loyalty points, rewards, or benefits than they would under normal circumstances) to incentivize certain behavior?** If so, what behaviors can these multipliers be applied to?
- 28 **How does the platform handle rewards expiration? Are there restrictions on when and how customers redeem rewards?** How does the platform handle refunds or returns involving loyalty points or rewards?
- 29 **How are rewards tracked and managed within the platform?** How will this change if I move to a new POS system or have multiple POS systems?
- 30 **How does the platform track and monitor the efficacy of rewards?** How will I know if a reward is driving frequency and engagement?



04

Delightful Guest Experience

For your loyalty program to be successful, it must be easy and convenient for the guest and must minimize barriers to enrollment and engagement.

The best programs seamlessly integrate the guest engagement and loyalty program into the guest's overall journey, including online ordering, in-store visits, and even interactions with customer support.

Offering a variety of easy enrollment options both digitally and in-store will ensure that guests can join the loyalty program in the manner that suits them best. Earning and redeeming rewards must also be simple. When guests can effortlessly earn and redeem rewards, they're more likely to regularly engage with the program,

which is essential to capturing accurate data about customer purchases. Clunky processes that require guests to download an app to use the loyalty program, scan a QR code, or give their phone number to staff to earn progress can create barriers and hinder participation.

With mobile devices playing a significant role in customers' lives, a convenient mobile app enhances access to rewards, transactions, and updates. But many customers won't download your restaurant mobile app, especially if your business is small. That's why it's important to make your program accessible to guests regardless of whether or not they use the mobile app.

Ultimately, the guest experience must be simple for your customers. A focus on convenience and simplicity encourages customers to engage with your loyalty program, fostering higher satisfaction, participation, and ultimately true customer loyalty.

DELIGHTFUL GUEST EXPERIENCE

31 What is the step-by-step process for guests to sign up for the loyalty program, and do you offer multiple enrollment channels (online, in-store, app, etc.)? How will this change if we change POS systems?

32 What is the process for guests to earn benefits (both online and in-store)? How will this change if we change POS systems?

33 What is the end-to-end process for guests to redeem rewards (both online and in-store)? How will this change if we change POS systems?

34 What is the process for setting up a new reward? What types of redemption mechanisms are available (i.e. multi-use codes, one-time use codes, manager comp, QR codes, bar codes, promo codes, etc.) How will this change if I change POS systems? How does the platform prevent the misuse of rewards?

35 Do you offer front-end experiences on mobile apps, web ordering, and kiosks? What parts of the user experience can I customize to my brand?

36 How does the loyalty program integrate with my ordering solution (specific to the ordering provider) to ensure a smooth and consistent experience for guests? What tracking is available to measure how guests experience the online ordering process?

37 Can guests view loyalty points and rewards when making purchases digitally? If so, on what channels (i.e. web, kiosk, and mobile app)? Can guests track their loyalty points and rewards through a user-friendly interface, such as a dedicated mobile app or online portal?

38 Are there mechanisms in place to gather guest feedback and preferences, and how does the loyalty program use this information to enhance the overall guest experience?

39 If using a front-end experience provided by the guest engagement and loyalty provider, what payment options are available to guests who make purchases online (i.e. credit card, Apple Pay, Google Pay, stored value, and/or gift cards)?

40 Does the loyalty provider offer user support for questions from guests? What user support issues are managed by the provider and which will the restaurant be responsible for? What is the average response time?



SUPERGREENS

now

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05

Seamless Loyalty and Digital Ordering

While most guest engagement and loyalty providers offer a mobile app solution, not all providers offer loyalty-integrated web ordering and kiosk ordering front-ends.

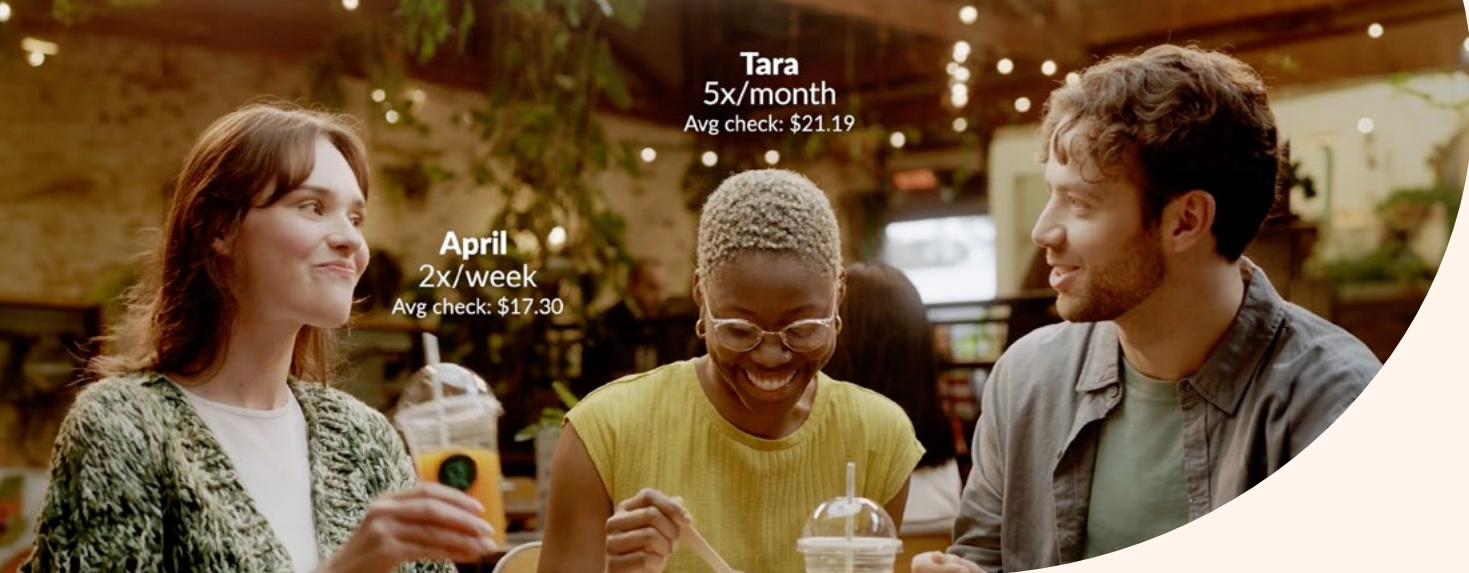
Moreover, many of these branded apps and web-based experiences differ widely in available features, cost, and customizability.

Even more important is how well these front-end experiences integrate with the underlying ordering provider's technology. A seamless integration of loyalty into online ordering is crucial for restaurants – not only is online

ordering the most efficient and effective channel for loyalty enrollment and data capture, but when integrated well, loyalty grows digital revenue and online purchase frequency.

Basic integrations enable marketing based on a customer's order history. More advanced integrations make it easy for customers to reorder favorite items with a single click, view available benefits alongside the menu, and quickly select and redeem applicable rewards directly at checkout. Sophisticated integrations go beyond the basics allowing for the targeting of customers with abandoned carts and even the tracking and management of front-end and back-end ordering settings and errors across systems from within a single dashboard.

- 41 **Do you build branded loyalty and ordering apps (both iOS and Android)?** What is the average rating (Apple) for your branded apps? How often are your branded apps updated? Do you offer the same experience on other channels like web and kiosk?
- 42 **Do you offer an ordering platform?** If not, what ordering providers do you have native integrations with? To get the best experience for our guests, what ordering provider do you recommend?
- 43 **What is the average order conversion rate for brands using my ordering provider?** Can order conversions and order errors be tracked within your platform?
- 44 **Can customers view their loyalty account and rewards through all ordering channels (app, web, kiosk)?** Can customers view all rewards in a marketplace to create an incentive for future purchases?
- 45 **Which parts of the ordering experience on mobile and web are customizable?** How are changes to these options managed? Are there any cost or timeline considerations for managing these changes?
- 46 **Do you offer a content management system (CMS) so that we can make changes to branded experiences ourselves?**
- 47 **Is there an option for customers to provide feedback and reviews within the app?** Are these reviews public or private? Can I retarget guests based on their feedback alongside other data about the customer (i.e. recency, spend, or frequency)?
- 48 **Do you offer an integration with my existing feedback provider and if so, how does the integration work?** Can I use feedback data from these providers alongside other customer data to target guests with marketing?
- 49 **How would the loyalty platform work with our existing custom app or kiosk experience?** What developer support is available?
- 50 **How do you work with my existing online ordering provider?** What are five recent innovations to the integration that have been completed in the last 6 months?



Tara
5x/month
Avg check: \$21.19

April
2x/week
Avg check: \$17.30

06

Customer Relationship Management and Customer Insights

Understanding the CRM and segmentation capabilities of your guest engagement platform will empower your marketing team to tailor loyalty initiatives, optimize marketing efforts, and nurture deeper connections with customers, resulting in improved customer satisfaction, loyalty, and business growth.

CRM tools enable personalized interactions, offers, and rewards tailored to individual customer's preferences. Segmentation refines this personalization by grouping customers

based on shared characteristics, enhancing engagement. By understanding customer groups, you can deliver relevant messages that resonate with specific segments, boosting campaign effectiveness.

Another essential function of a CRM is to capture customer insights. Your CRM and segmentation tool should provide insights into customer behaviors and preferences to enhance your understanding of trends, motivations, and areas for improvement. For example, your CRM tools should identify new customers so that you can target them for activation. Similarly, your CRM should identify at-risk customers, enabling targeted retention strategies. Effective segmentation ensures that marketing teams are directed where they yield the highest returns. This optimization maximizes the impact of loyalty and marketing initiatives.

- 51 **What customer data does the platform collect and store?** Can you show me a demo of what data is included in the customer profile?
- 52 **How long does it take for a customer purchase to be added to the customer profile?** How quickly is customer data made available for targeted marketing?
- 53 **What out-of-the-box segments are available for categorizing customers?** What custom segmentation options are available? What is the end-to-end process for creating a custom segment?
- 54 **How does the platform support analyzing customer purchasing behavior and preferences?**
- 55 **How does the platform help identify and target our most valuable customers?** Can you show me a demo of how we would identify a high-value customer segment?
- 56 **Can you track customer engagement and frequency over time?**
- 57 **Can you export customer data for further analysis?** What is the end-to-end process for exporting data into a third-party tool and what data is included? Are there any limitations on the frequency or latency of exports and can these exports be automated? Do you offer direct integrations with my data warehouse?
- 58 **What data can be imported and viewed as part of the customer profile?** Can you show me a demo of how I would import data into your platform? What imported data can be used for segmentation?
- 59 **Do you offer any integrations with third-party providers to ingest data into your platform for targeted marketing campaigns (i.e. Wi-Fi marketing, reservations systems)?** Do you integrate with any CDP providers for advanced data collection and segmentation?
- 60 **Does the platform offer real-time reporting for immediate insights?** What dataset latencies should I expect?



07

Marketing and Campaign Effectiveness

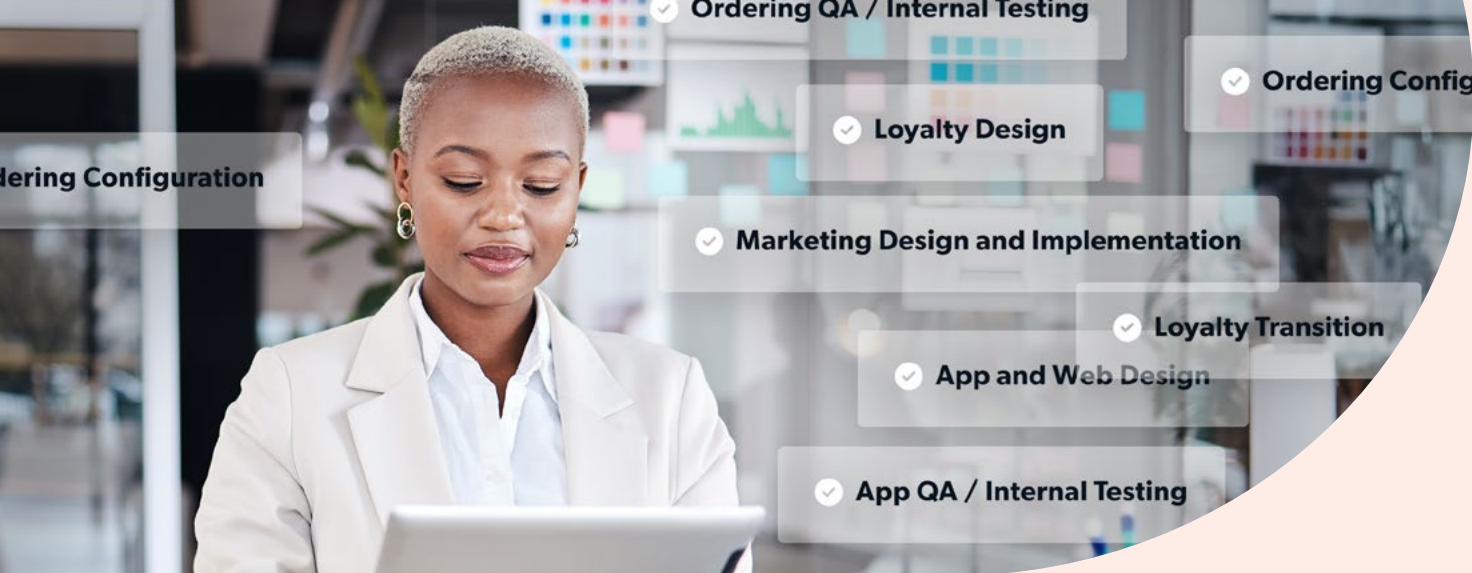
Understanding the effectiveness of omni-channel marketing and campaign tools is crucial for restaurant marketers.

By identifying high-performing channels and tools, marketers can reduce manual work, optimize marketing spending, and maximize their return on investment. Better tools enable marketers to focus efforts on channels that resonate with their target audience. This enhances engagement and drives higher-quality interactions.

Advanced tools like A/B testing can help marketers analyze effectiveness, to fine-tune

campaigns in real time. This agility helps optimize messaging, timing, and strategies for improved outcomes. Effective omni-channel reporting also provides valuable insights into customer preferences and behaviors across various platforms. This information informs future marketing decisions. Ultimately, better marketing and campaign tools can help marketers spot emerging trends and shifts in customer behavior, enabling quick adaptation to changing market dynamics – ultimately maximizing reach and directly impacting revenue growth and market share expansion, positioning the restaurant for long-term success.

- 61 **How do you create and launch targeted marketing campaigns within the platform?** On what channels? What is the end-to-end process for creating a cross-channel targeted marketing campaign?
- 62 **What is the end-to-end process for creating a cross-channel marketing campaign with a reward?** Does the platform allow for a control group to be held to evaluate the effectiveness of a marketing campaign?
- 63 **Does the platform allow for true A/B testing of marketing campaigns?** What is the end-to-end process for A/B testing a one-time marketing campaign? Can you show me a demo of A/B testing?
- 64 **How does the platform measure the effectiveness of our marketing campaigns?** What metrics can be tracked (opens, clicks, redemptions, sign-ups, purchases, etc.)? Can you show me an example of a campaign report?
- 65 **How does the platform support basic automated marketing communications, such as birthday offers and anniversary rewards?** Are you able to create advanced automated marketing campaigns? Can automations be fully customized?
- 66 **Does the platform allow for A/B testing of automated marketing communications or is A/B testing only available for one-time campaigns?** For example, can I A/B test my welcome emails, rewards notifications and reminders, and other automated messages?
- 67 **What reporting is available for these automated marketing communications?** Can you show me an example automated campaign report?
- 68 **Can you integrate with external marketing tools or email platforms (Klaviyo, Braze, Salesforce Marketing Cloud) with the loyalty platform if needed?** What do these integrations specifically enable?
- 69 **Do you offer any automated or smart marketing features powered by AI (i.e. text or image content suggestions, next-best offer automations, generative AI)?**
- 70 **Does the platform support in-app marketing promotions and what is the process to make changes to the promotions in the mobile app?**



08

Loyalty Program Transition/Set-Up and Implementation Process

The features and functions of a platform tend to be heavily vetted during an evaluation but the resource needs, speed, and complexity of the implementation are often overlooked.

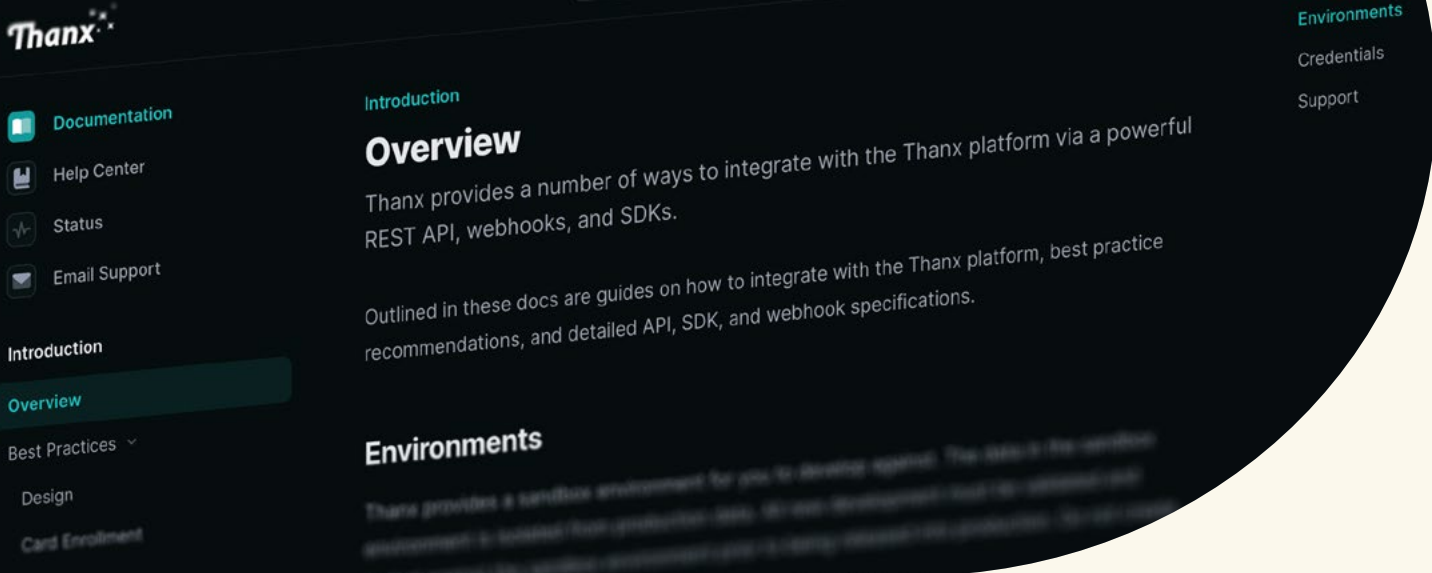
When evaluating restaurant loyalty providers, it is crucial to understand what is required internally to launch or transition the guest engagement and/or loyalty program and how the transition might impact the guest experience and health of the program.

A faster setup allows you to roll out the program quickly, increasing speed to business impact. It's also vital to understand how a transition might benefit or disrupt your guest experience and ensure that the platform provides tools to monitor the transition.

Additionally, it's important to understand the support model provided by the vendor as well as any additional timeline considerations associated with integrations with partners (such as POS or online ordering integrations). Ultimately, a seamless and well-supported implementation, combined with speed to launch, will ensure your loyalty program gets off to a great start so you can start seeing the impact of the new program quickly.

LOYALTY PROGRAM TRANSITION/SET-UP AND IMPLEMENTATION PROCESS

- 71 What is the process for implementing the software and setting up the loyalty program?** What is the average time to launch? With our technology stack, what is the expected timeline to launch?
- 72 What is the step-by-step process for transitioning an existing loyalty program?** Can you show us how existing members will experience the transition? What % of active customers can I expect to transition and do you offer reporting for monitoring this transition?
- 73 Who on your team will be responsible for supporting us during program setup and/or transition?** How regularly will we meet with the team and what are their responsibilities during the implementation? What are our team's responsibilities during the implementation?
- 74 Do you offer templates and recommendations for communications and promotions around the launch or transition of a new loyalty program?**
- 75 Who on your team will be responsible for providing product expertise and guidance once we are live using the platform?** What is their expected response time and how regularly can we meet with them? Does your team provide loyalty and marketing best practices and strategic guidance?
- 76 Does your team offer support for campaign design and production?** What is their expected response time and how regularly can we meet with them? What is the scope of services provided by these account managers? Do you have any preferred agency partners who are certified in your offering should we need additional support?
- 77 What training is recommended for my corporate, store management, and team member staff? How is training managed and who is responsible for training? What is the time commitment? What, if any, training will my internal teams be responsible for?**
- 78 What product FAQs, resources, and/or help documentation are available to my team? Where do my internal teams go to ask questions?**
- 79 What support resources are available to our team?** Do you offer real-time dashboard chat support for my internal teams?
- 80 Are there any costs associated with this support?** What is the standard response time? What is your support team's CSAT score?



09

Platform Scale, Security, and Integrations

Platform stability guarantees a seamless customer experience by reducing disruptions and technical hiccups.

Security features are crucial for safeguarding sensitive customer data, fostering trust, and aligning with data protection regulations.

Additionally, evaluating the platform's partnership strategy both technical and non-technical is important both in terms of what is offered now and also, how well the tech will work in the future. Ensuring that all of the many technology systems used in the restaurant work together in harmony will only become more and more important as technologies evolve and become more dynamic.

PLATFORM SCALE, SECURITY, AND INTEGRATIONS

81 Can the platform accommodate our anticipated growth in customer enrollment and transaction volume without performance degradation?

82 What technology investments have you made in the last three years to support the modern digital restaurant? Where are you planning to invest in the next three years?

83 What security measures are in place to protect sensitive customer data, including personal information and transaction history? Does the platform adhere to industry standards and regulations like PCI DSS for payment card data, and what access controls are implemented to restrict unauthorized access to the loyalty platform and its data?

84 Does the platform undergo regular security audits and assessments to identify vulnerabilities and maintain compliance with security best practices? Furthermore, what procedures are established for responding to security incidents, including how customers and the restaurant are notified in the event of a data breach or security issue?

85 Does the platform have redundancy measures to ensure uninterrupted operation in the event of system failures or downtime? What is the platform's historical uptime and reliability record?

86 How is customer data backed up, and what is the process for data recovery in case of unexpected data loss or system failure?

87 What other technical integrations do you offer (kiosk, digital experience, CDP, data warehousing, Wi-Fi marketing, reservation platforms, etc.)? What business partnerships do you have with system integrators, agencies, and consultancies?

Step 1. Answer the following questions about your loyalty program

Description

KPI

Participation rate

Loyalty program participation rate

% of total revenue captured by your loyalty program as a % of total revenue in the last year. Enter a % between 0-100%.

Direct digital ordering

Direct ordering % of online revenue

First party digital ordering revenue as a % of total online revenue (excluding catering, e-commerce, and in-store revenue) in the last year. Enter a % between 0-100%.

10

Pricing Structure and Fees

It can be tempting to base a buying decision on who offers the lowest price.

But, the true cost of operating a guest engagement and loyalty program includes the cost of discounts in addition to the cost of the technology. A more expensive solution doesn't mean a better product or a better return on investment. Importantly, solutions that may appear to be lower cost can be more expensive over time if they have unnecessary hidden costs, significant transactional fees, or fail to deliver on expected business outcomes. It's better to think about the value, specifically, what will the return on our investment be.

The ROI of a loyalty program is influenced by many factors including (but not limited to):

- Increases in guest spend and frequency
- Savings from directing traffic to higher-margin first-party channels
- Reduction of unnecessary and ineffective discounting
- Improvements in the effectiveness of marketing
- Reduction of manual effort on the part of staff

By focusing on the business case rather than the initial price tag, restaurants can better identify the solution best aligned with business goals. Furthermore, understanding the business value and holistic cost structure will help you make a more informed decision about the program's feasibility and profitability, helping restaurants budget effectively and plan for both initial expenses and ongoing costs.

PRICING STRUCTURE AND FEES

- 88 **What are the primary ways that you anticipate this investment will impact my bottom line and can you show me specific proof points from brands similar to mine? What ROI can I expect and what are the primary drivers?**
- 89 **What costs should I anticipate outside of the technology investment? Will I need to change my marketing and promotional budget to see the expected ROI?**
- 90 **What is the licensing model and cost of the platform? Does the platform offer pricing tiers or discounts for businesses of different sizes? Are there setup or implementation fees associated with getting started? What is the minimum contract term? Are there any benefits to a longer-term contract?**
- 91 **What is the total cost of ownership of this investment over the next three years? The next five years? What do I get with the subscription license and what innovations will I have to pay for later on?**
- 92 **Do you charge separately for the development of digital experiences such as mobile apps, web ordering experiences, or kiosk experiences? If yes, is this a one-time fee or an ongoing fee? How many mobile app updates are included in those fees and how much do app updates cost above and beyond the included updates?**
- 93 **Are there any transaction fees for customers redeeming rewards? Any transaction fees for payment processing? Any usage fees for marketing communications?**
- 94 **Does the platform charge fees for integrating with other systems or third-party services?**
- 95 **Does the vendor charge for additional add-on features or upgrades and what are those fees?**

11 Company Strategy

- 96 **How are your platform and services differentiated in the marketplace and why do you expect to be a key player in the marketplace in ten years?**
- 97 **What is the company's business strategy and how does the guest engagement and loyalty platform fit into that broader strategy?**
- 98 **What are the product innovations that you are most proud of that have been brought to market in the last year?**
- 99 **How has the company's business strategy changed in the last five years and why? Have you completed any acquisitions or mergers recently and how has this impacted your strategy and focus on guest engagement and loyalty?**
- 100 **What challenges do you foresee for restaurants in the future and how are you positioning your product and services to address those challenges?**

Conclusion

The best solution for your restaurant is the one that aligns best with your business goals both now and in the future. Thanx is the leading guest engagement and loyalty platform because we focus on delivering measurable business outcomes. Thanx programs deliver between 30-50% participation rates vs. the industry benchmark of 5-15%.

Thanx helps brands grow customer lifetime value through dynamic, self-service loyalty programs and easy-to-use lifecycle marketing campaigns and automation. Thanx loyalty programs and marketing tools focus on access, exclusivity, and personalization over static, discount-focused programs that can be expensive and brand-devaluing.

Our digital interfaces (mobile apps, web ordering, etc.) are modern and convenient for guests and are fully optimized for loyalty enrollment and participation. Thanx removes friction from online ordering resulting in industry-leading order conversion rates that average between 80-95%. Online guests are automatically enrolled in loyalty & in-store purchase tracking, massively accelerating data capture for marketing.

Because Thanx uses modern cloud services, customer data can be easily and securely shared with other systems. Our APIs are designed to enable new partners quickly and for operators to plug Thanx into their own custom apps and ordering experiences with low lift. Thanx works with 100+ partners including the leading POS and online ordering providers.

Want to learn more about how Thanx delivers in these key areas?