

Assessment 2



24748 - Deliver Customer Value - Spring 2024

Me & U



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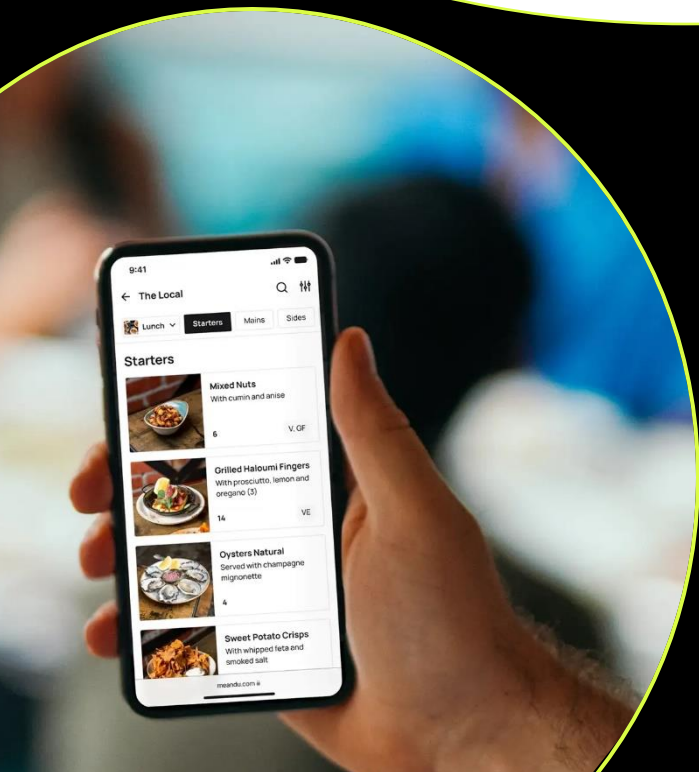


Table of Contents

S. No	Topic	Page Number
1	Introduction	3
2	Customer Persona	4
3	Customer Journey Map	5
4	Critical touchpoint Discussion	7
5	Value Proposition	9
6	Conclusion	11
7	References	12

1. Introduction and Company Background

Me&U, a leader in digital hospitality, offers a platform that integrates ordering, payments, and customer engagement, enhancing efficiency and customer satisfaction. The platform reduces order errors, supports sustainability, and strengthens restaurant-patron relationships through its CRM tool. Now merged with Mr. Yum, the company generates \$39 million in revenue and processes nearly 2 billion AUD in transactions across 6,000 venues globally, positioning itself for further growth internationally.



Fig. 1: Me&U Team on Day 1 after their merger with Mr.Yum at their Sydney office

2. Customer Persona

Understanding the customer is essential for creating a business model. A customer persona helps identify businesses in hospitality likely to purchase Me&U products, enabling targeted marketing and product alignment.

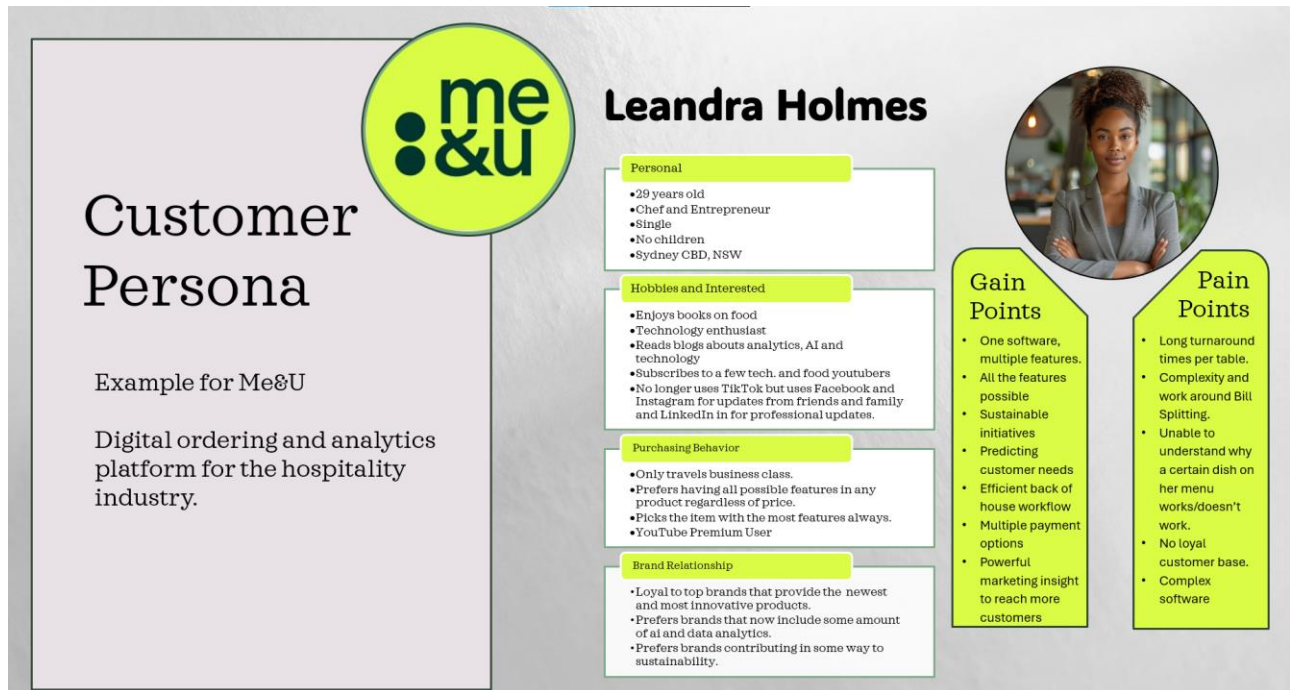


Fig. 2: Customer Persona for Me&U

3. Customer Journey Map

A Customer Journey Map visually represents how customers interact with a company's products or services. Me&U, specializing in integrating ordering, payments, and marketing tools, uses it to optimize customer interactions and enhance satisfaction. This map reflects Me&U's business model and services to both its clients and their patrons.

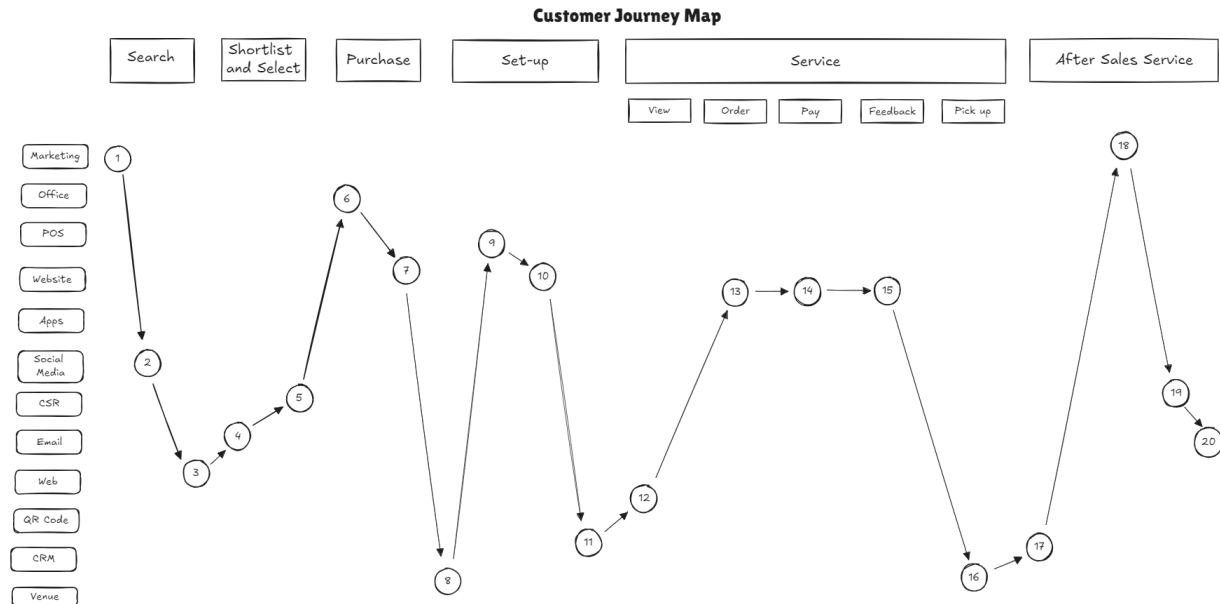


Fig. 3: Customer Journey Map for Me&U for its customers and its customer's patrons

In order to improve customer experience and interactions, we must analyze each touch point in detail:-

- 1) Discovery via Marketing emails: Outbound leads first learn about Me&U through general marketing emails sent to hospitality business owners.
- 2) Discovery or awareness via Social Media: Inbound leads find Me&U through social media ads. Both lead types visit Me&U's platforms for info on products, events, and resources like workshops and blogs that offer business improvement tips.
- 3) Comparing services and value against competitors on the web: After learning about Me&U's offerings, customers research competitors' products, value, service, and feedback.
- 4) Expressing interest via Email: After market research, customers email Me&U to express interest or sign up for brochures via marketing emails.
- 5) CSR Interactions: A Me&U CSR contacts the customer to assess their needs and qualify them as potential clients. If interested, the customer is invited to a meeting and demo event.

- 6) Demos and Office Testing: Business owners or their reps attend a demo to test the product's capability. Afterward, contract terms are discussed briefly, with further talks likely via email.
- 7) Contract Negotiation: A draft contract with pricing, support, and training details is reviewed and negotiated. Once agreed, a monthly subscription payment schedule is set up.
- 8) On-Site Support: After payment, Me&U's team installs the system at the customer's venue, trains staff, and addresses questions. This process now takes 4 weeks, down from 8.
- 9) Creating the website: Me&U's backend team builds a custom website for the venue, takes food photos, and collaborates on naming conventions, ensuring integration with POS and CRM systems.
- 10) POS Integrations: The On-site team also integrates the new website into POS software so that the POS can now talk directly to the website, take orders and payments, and inform customers of the ETA of the orders they have placed.
- 11) CRM Integration and Setup: Once the website and POS integrations are ready, a Customer Relationship Management System (CRM) is also set up so that all customer activity and data is now stored and can be accessed by the website.
- 12) Viewing the Menu on the website: After Go-Live is successful for the website, it is used in the venue's day-to-day operations. Customers can now scan QR codes and see the entire menu and pictures of each dish online at their convenience.
- 13) Placing an Order on the website: Once the customer decides, they can order directly online without contacting any wait staff. It will also display an approximate wait time.
- 14) Paying for the order: To confirm the order, Payment must be made and this can be done directly online. Bills can be split several ways and real-time data updates to show the portion of the bill that is yet unpaid.
- 15) Collecting Feedback on the website: While waiting for their order to be ready, the customers are asked to fill out feedback forms about the process and service and if they have any recommendations for both Me&U and the venue.
- 16) Order Pick-Up at the venue: Once it is ready, you get an update on the website and can go to the counter to pick up the order if it is a food hall. Alternatively, the food can be delivered to your table once ready in case of other types of restaurants, such as casual dining.
- 17) Data collections in the CRM: Once the customer's patrons finish their dining experience and leave, their dining data and experiences are recorded in the forms of various data metrics, which are then stored in the CRM against their customer profile. Customers can access this data whenever they require it.

- 18) Email Marketing: Based on their dining and purchase history, customer's patrons receive discount coupons and updates from their favorite restaurants regularly to keep them connected and waiting to go back for more. They also remind patrons to participate in loyalty programs to keep earning more points, ensuring they keep coming back.
- 19) CSR Check-in: Every few months or every quarter, a CSR from Me&U will check in with the venue and inquire if they require any assistance and are facing any issues with the software and to check if they are happy with the service. Based on customer satisfaction, they may pitch new products that Me&U is working on that they think might provide value to the customer.
- 20) Email for next billing cycle: An email is sent out to the customer asking for their feedback and reminding them to re-subscribe to the services for the next billing cycle.

This is an in-depth breakdown of the customer journey map for ME&U.

4. Critical Touchpoint Discussion

We must critically examine the touchpoints to ensure continuous improvement and see where Me&U can improve its customer experience and interactions so that its overall customer satisfaction score increases.

- 1) Changing when payments need to be made: While paying for every order before it is received may make sense in a Food hall or QSR setting where there is short turnaround time, but for casual and fine dining experiences, customers should be allowed to pay at the end of their dining experience after service has concluded. This way they can tip their servers better and customer satisfaction increases as they consider their payment for services rendered and not for future services which many patrons may not like. This also prevents the restaurant from having to issue refunds regardless of the reason, which is quite a hassle for the patrons, and the customer can then only spend the amount that they need to.
- 2) Better Website UI and stable services: Bug fixes and better infrastructure can reduce customer complaints about website lags and bugs. Redesigning the website will also make it more user-friendly and intuitive for customers.
- 3) Transparent feedback Loop: Implement a transparent feedback loop where customers can see how their feedback is incorporated into product improvements. Regular updates on changes made based on customer input could enhance trust and satisfaction.
- 4) Data Analytics and Reporting: Customers may not fully utilize data analytics tools due to complexity or lack of understanding. Simplify data analytics interfaces and offer in-depth training on how to use these tools effectively. Providing actionable insights through automated reporting templates could help customers make data-driven decisions more easily.

5. Value Proposition

In order to understand the exact value Me&U is giving to their customers, we must first understand the what problems the copy is able to solve and what value it is able to provide to its customer through a Value proposition Canvas.

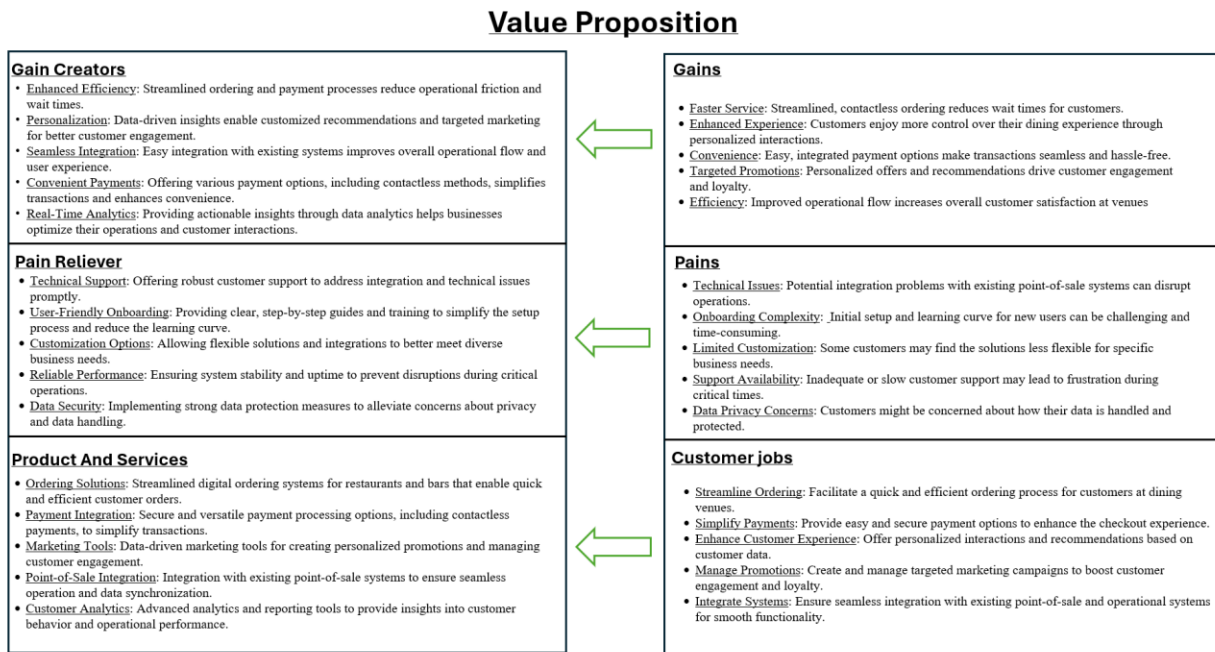


Fig.4 Value Proposition Canvas for Me&U

The learnings from this canvas can then be used to develop a company's business model through a technique called Business Model Canvas.

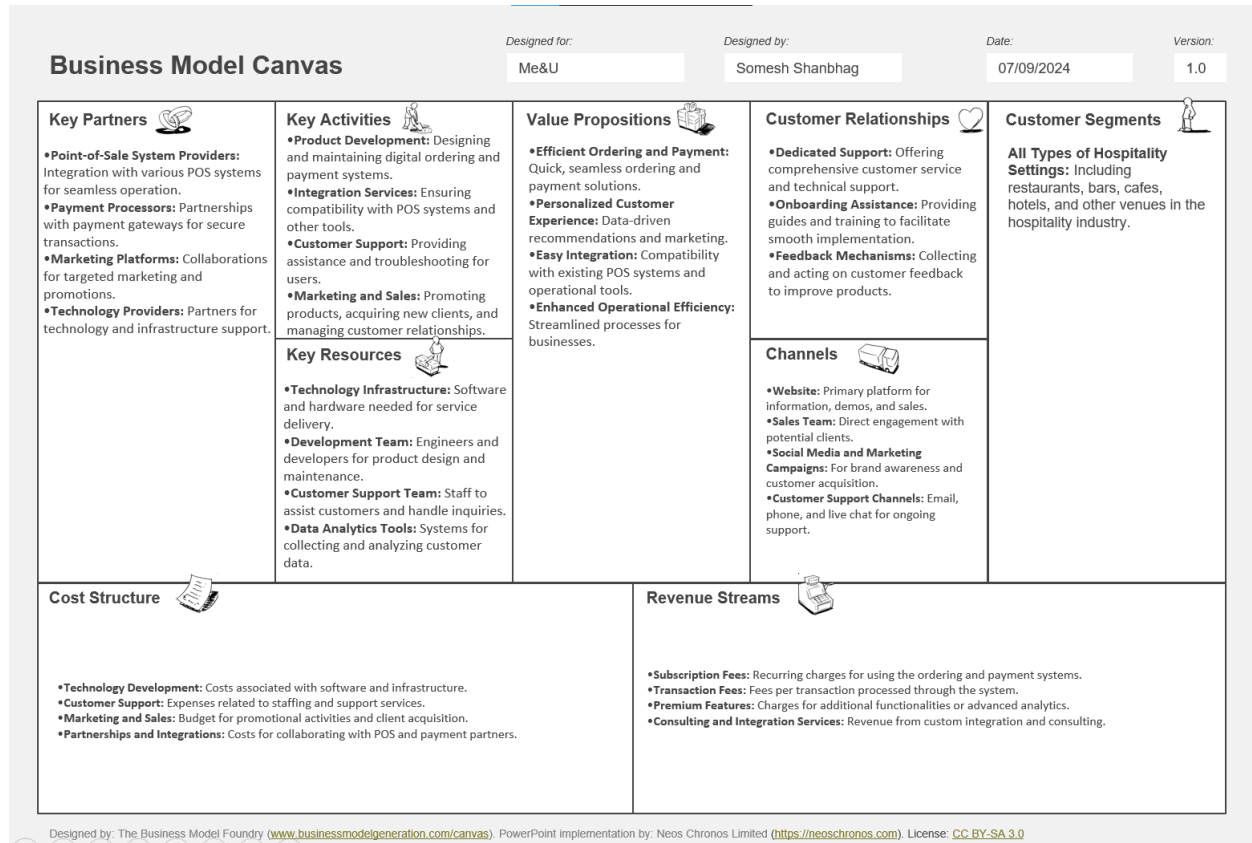


Fig.5 Business Model Canvas for Me&U

6. Conclusion

From the above business model canvas and value proposition canvas, we can clearly understand the gap in the market that Me&U is able to fill, thereby delivering value to its customers and their patrons. From the customer journey, we can understand that for a B-2-B-2-C style business, Me&U has a large number of touchpoints where they frequently interact with various customers as well as their patrons, and they must ensure that the standards and quality of these interactions are as meaningful, useful and helpful as possible so that they can continue to provide the most value to their customers thereby improving their customer satisfaction.

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