

# Assessment 3



24748 - Deliver Customer Value - Spring 2024

## me & u



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## 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

The various touchpoints identified and analyzed across Me&U's customer journey map showed a great system in place to deliver value to customers and improve the overall customer experience. A few recommendations were shared with regards to certain touchpoints based on feedback, reviews and underlying analysis of the overall customer journey. Based on this, the value delivered by Me&U was clearly identified and highlighting which was used to develop a working business model that can generate profits while continuing to deliver value to the customers.

## 2. Social Media Audit

URL	Platform objective	Posts per day/week/month	Top engagement content	Poor engagement content	Type of content	Insights for this platform/touchpoint	TO IMPROVE
LinkedIn	B2B Engagement, Showcasing Partnerships and Events	1-2 times per week	Events hosted with multiple big-name partners with a short highlights video of the event.	Shared a link to an off-page article about food halls without much context or explanation.	Event Promotions and interactions, Business updates and user stories/work testimonials	LinkedIn is quite effective for the company with regards to event & partnership updates. However, their engagement is minimal.	They need to be strategic with their content. The same style of presenting information across various platforms does not work the same on every platform. Need to redesign content to meet the interest of the right demographic that is still consuming content on Facebook.
Facebook	New Restaurant Partner Shoutouts and Day to day activity updates	2-5 times per week	A update post regarding their recent after work parties.	Most of the posts on Facebook have poor engagement.	Day-to-Day work and company updates and Partner Restaurant shoutouts.	Barely any engagement. Most likely just using the post to Facebook feature while uploading posts on Instagram. Most posts don't have any engagement.	There was better engagement in the past but currently the views have dropped to two digits suggesting that their content isn't reaching many people and so they need to make it more engaging and trendier.
YouTube	Video testimonials, B-roll footage of new partnerships, Food Podcasts, Full Panel Discussion	1-4 per month	Their "Chat with" Series has some of the highest engagement on their channel here they talk with CEOs of various companies about their experiences in the industry	Some partner/restaurant specific introduction content regarding how their venue is using Me&U	Long form videos, Panel Discussions, Tips and tricks for venues, Podcasts series discussion around the hospitality industry	Great scope here to build a dedicated fan base who love food and hospitality related adventures. They have range of views from 45 all the way to 1.6k views. Minimal likes and shares.	Good content, but not super engaging for the short form type of platform that Instagram is. Some fun trendy short form videos about food exploration series or trying to hit a new company goal with regular updates might increase their engagement.
Instagram	Main platform to spread information among the masses about events and activities as well as daily updates.	2-5 per week	Content about the Me&U employees hosting a fun event and their experiences and reactions throughout the day as well as some fun podcast banter.	Some posts have a food video maybe related to some partner restaurant but there is no clear background and explanation.	Shoutouts, short form videos, daily employee life updates, fun events, event details, shoutouts for restaurant partners.	Main Social media platform with nearly 13.7K followers. For the number of followers, they have their likes to subscriber ratio is quite low with average of 28 likes per video with maximum being 110 likes	

### What are the **STRENGTHS** of this company's social media strategy?

The strengths of Me&U's social media strategy is that they know what their doing. Their photography and cinematography is great. Videos look good, speakers speak well and ensure they are uploading content fairly regularly,

### What are the **WEAKNESSES** of this company's social media strategy?

The weakness of Me&U's social media presence is that they are not making trendy relevant content or trying out new ideas. They are not tailoring their content to the platform.

### 3. Critique and Suggestion for Improvement of Social Media Communication

For a brand that has a marketing tool, their social media presence is very weak to support their expertise and the power of their marketing tool. They need to urgently start focusing on their brand awareness and social media outreach. They have a few over-arching problems with their social media presence.

The problems with their social media communications are as follows:

**LinkedIn:** Me&U has been receiving minimal engagement due to repetitive content across platforms. LinkedIn should be leveraged to deliver more industry-specific technical content like case studies, tailored insights for partnerships, and interactive posts about hospitality trends that spark discussions among experts in the field in the comment sections. The way to implement this would be to run a LinkedIn exclusive campaigns with thought provoking leadership articles on the field of hospitality in combinations with Tech and marketing calling on experts to share some of their views in the comment sections which usually sparks debate and is good mode to spread insight while simultaneously increase engagement, a behind-the-scenes posts on getting and maintain partnerships and real time Q&A session on all questions tech and food. Create a LinkedIn content calendar of events that will be streamed exclusively on LinkedIn on trends in the hospitality industry. Content should be segmented to differentiate the platform. This will definitely be more relatable and interesting sparking various professionals with interests in these fields to engage with the brand's page.

**Facebook:** Me&U Facebook page has barely any engagement with a complete lack of platform specific content. Usually, the age bracket that uses Facebook is between 30-60 years of age. This means that reposting Instagram content here serves no purpose other than just spreading awareness about an event that is not targeting this specific demographic. Rather than that, focus on creating interactive, non-technical, visually engaging content. This can be achieved by doing things such as creating restaurant specific virtual tours, online polls inquiring the interest of their community, Food Recipes breakdowns, Series on lesser-known health facts, or even live-streaming cooking competitions using the Me&U app to facilitate live ordering between the two teams for a final prize etc. They can use the Facebook Live feature along with a new feature that lets you embed 360 Deg. Interactive videos of products and tools. All posts should also be optimized for the Facebook Algorithm by using more video content and paid promotions targeting the right demographics. Such events and activities will surely see an explosion of engagement on ME&U Facebook page.

**Youtube:** While the content on their YouTube channel is quite decent, it is not interactive or engaging or trending. This is the reason why we see a decrease in view count over the years.

Their long-form content is not at all performing because the topics covered are more perfect for YouTube shorts and is not interesting enough to ensure retention throughout the video which leads to the YouTube algorithm not pushing the content to more people which in turn leads to less views. For short form content, They need to start creating more YouTube shorts with restaurant analytics tips for the Me&U software. Quick tutorials, CEO chats, funny employee/work moments would perform better. For long form content, they need to blend their expertise in food and technology and deliver hospitality related educational content which is up to date and interesting. They can also discuss the analytics aspect for their software and how a venue can use this feature of Me&U better which is solving two problems at the same time which is their engagements as well as improving one of their customer touchpoints. They can also go into partner restaurants as well as food halls and interview random customers and play small fun games with them while they wait for their food. These would be very fun to watch while also being feedback for the company and where they can further improve their touchpoints. OnePlus has started doing something similar where their CEO has started interacting with customers on the street about their reviews of one plus or upload technical reviews of various competing phone models and deciding which is best. There are a lot of options to increase their Youtube engagement as there is a large scope for growth because of the amount of Youtube Food content that is consumed on a daily basis.

**Instagram:** While they have a great followers count of nearly 13.7K, they barely have 100 likes on average per post. This is because their content is only about awareness generation rather than community interaction. I would say that reusing a lot of the YouTube shorts content here is still okay. Create Instagram stories, reels and user generated content around great looking food, quick hacks in the kitchen, Collaborations with micro influencers who go through the customer journey of ordering using Me&U app while on Instagram Live. Create more engaging and directly communicative content that is relevant and interesting and trending with today's youth. Start fun challenges and kickstart new trends which many people will follow and post as well increasing Me&U engagement. Ask for opinions and feedbacks, announce new parties at partner venues. To implement this Me&U can utilize reels for short engaging behind-the-scenes looks or food trends. Optimize the use of hashtags and visual appeal with influencers collaborating to tap into more niche markets and increase reach. This is how engagement on Instagram can be improved for Me&U's Instagram page.

## 4. Value and Engagement Initiatives

Me&U captures value through direct sales of their digital menu solutions to restaurants and hospitality clients. This includes subscriptions fees, services fees, and one-time setup costs. Customer Lifetime Value represents the total revenue Me&U can generate from a customer over the entire duration of the business relationship. Understanding this helps Me&U focus on long profitability instead of just short-term sales. For instance, since there is quite a setup along with service cost that migration to other services is tedious thereby adding an exit barrier to exit Me&U's services which is why subscription costs are very profitable for Me&U. On top of that if they are able to provide excellent post-purchase support, Me&U can maximise CLV, which is vital for customer loyalty and profitability growth. Usually, hospitality business owners know each other in the market and satisfied customers will in turn recommend Me&U to other venues contributing to organic customer acquisition. This referral value, though harder to measure, significantly reduces acquisition costs. Me&U can capture value by gathering and analyzing customer interaction data. This data is valuable for improving Me&U designs, suggesting upselling opportunities and offering personalized experiences to users.

## 5. Critique and Suggestion for Improvement on Engagement Initiatives

Me&U currently only engages with customers through social media platforms and B2B partnerships. However, explicit, structured customer engagement programs appear to be lacking.

**Loyalty program and Initiatives:** While they have a form of loyalty program, it is very vague and not well thought out. I would recommend calculating thresholds and point distribution that are attractive and attainable and keeps the customer motivated to return. Keep introducing limited time 2X points offers based on festivals such as Thanksgiving, Christmas and Halloween to encourage customers to return frequently. Partner with other services as well to make sure there are more uses for the points so that the customers have more incentive to earn points such as weekly draws, free monthly movie tickets if you cross a certain threshold per month, discount on Netflix plans etc. This will boost engagement with the Me&U app and boost platform usage. This can be achieved by leveraging key performance metrics such as churn rate and ARPU to assess customer engagement levels. Based on this data, an appropriate discount rate can be determined once a customer surpasses a specific point threshold. This ensures that the rewards system remains both attainable and valuable to the customer, while maintaining profitability for the venues. The strategy fosters a sense of appreciation among loyal customers without compromising the financial stability of the business.

**Customer Feedback and Continuous Improvement:** Currently I have not yet come across any responses from Me&U on any of the feedback dropped by any of the reviewers. There are only specific responses from the restaurants for certain restaurant-based issues but otherwise there are no specific responses from Me&U themselves. First a transparent feedback process should be implemented where customers know the company is working on their feedback and is trying to improve the customer experience by creating a public portal with issue numbers and a brief update next to them regarding the status and expected time of completion. Next a Net Promoter Score to measure loyalty and a customer satisfaction score must be calculated and justified based on the results of the data collection and analysis. This ensures that the customers feel valued and can directly contribute to future innovations. Once this is done, we will have a database of feedback. Me&U can then go through this feedback and see which responses are the most common, to help choose the issues to be solved which will have maximum impact in improving the CLV for the company currently.

**Educational Content and Support:** Based on analysis of the digital footprint of the company, there is insufficient customer onboarding and support resources available online. While it's possible they have a document on their personal servers or in their database, there is no major mention of it anywhere online or special regards given to it in any of the testimonials that I have come across from any of the venues that have adopted their system. This means that either it wasn't memorable enough to mention or it does not exist. Therefore Me&U needs to create a content or community hub or platform where restaurants can access training materials, case studies and interact with other businesses using Me&U. Providing continuous education and tips will enhance customer satisfaction. They can also host an event where all their partners and their community can come together to discuss all things Food and Tech, while also having a kind food tasting session from all the restaurants from around the world that use Me&U. This will also help the venues get investors for further cash infusion while simultaneously ensuring great publicity as tickets can be sold to the general public to attend and enjoy the event's free and paid food as well as fun experiences around food while learning about the innovation and technology implementation happening in the hospitality sector. They can even partner with more popular brands to bring in more people, ensuring that they reach more audiences from a variety of industries.

**Community building and Support:** While the company is a B2B2C company, it must understand that helping its user base positively identify with Me&U will help its venues sell more using the application which will in turn lead to more venues signing up with Me&U to benefit from this user base. Currently with such weak interactions and majority negative

reviews on google, it is clear that the focus of the company is only on the short-term goal of increasing more partners restaurants while ignoring its restaurant's patrons. This will not help in the long term as the CLV for each partner will become extremely short due to the loss of business as patron go to other restaurants simply because of the their digital menu partner being Me&U. This is why, Me&U should start some outreach programs which help improve the reputation of Me&U in the public eye. It should start interacting with its patrons through community building exercises and events while also partnering with popular streamers to allow some of the positive branding of these influencers to bleed over to the company. It is important to be transparent and address all the complaints of its community and make them feel heard. The company can even create a discord channel with its patrons and have quarterly meetings to gauge public response to new updates and ideas.

## 7. Conclusion

From all our analysis and breakdown above, it is clear that while Me&U has been successful in a few areas, it still has a lot of work to do. With relation to its social media presence, it needs to take immediate action to fix its online presence, improve its engagement and increase its reach and visibility, because these are directly related to the marketing tool it is selling. This means that not having a good presence automatically translates to a loss of faith in its tool as it should already be able to use its own tool to ensure better engagement and visibility. Me&U should also try to improve the reputation and public sentiment around Me&U by starting some community building activities through dedicated engagement program which other than its social media is completely lacking. Along with improving its loyalty programs and starting new community events and initiatives, creating a transparent feedback loop, building its educational content arm to spread awareness and knowledge about the difficulties and achievements of technology in the hospitality sector, ME&U can also collaborate with big name brands and influencers in this space which will automatically allow some of the goodwill and positive sentiment around these brand to bleed over to Me&U. While Me&U is definitely a market leader in its niche field, incorporating these improvements will absolutely skyrocket its growth potential and allow Me&U to deliver better value to its customers.

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