JET MENU

GAMIFICATION GUIDEBOOK

Better Customer Experiences

JetMenu Gamification

About Us:

We elevate customer experience for the better.

Two things are extremely important to us. One is to empower the growth of small restaurant businesses and other one is to provide fun & memorable customer experience for every dine in customers for our partner restaurants. Combining these two goals, we have designed a product that provide restaurant customers with best gamified experience and allows restaurants to leverage those gamified experience to upsell their items.

Our team has been the part of game industry for years now. With our acquired collective knowledge of games and gamification, we started this company to support SMEs restaurants for their growth and to provide their customers with unique & amazing experiences.

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What is Gamification and few examples :

Gamification is the idea derived from game industry which is described as the process of adding game mechanics to non game activities to achieve following objective.

- To make that particular activity more fun & interesting for customers
- To engage with customers on emotional level
- To drive customer engagement & incentives customers for higher spending.

Some examples:

Duo lingo gamified language learning experience and made it interesting & fun for new learners.

StarBucks with their My Starbucks Rewards, gamified ordering & loyalty system which now attributes for 40% of their total US store sales. After introducing its gamified app to public, StarBuck credited the app for its annual increased revenue of $2.65 billion.

McDonalds with its monopoly app boosted its sales for more than 25 years.

JetMenu Purpose, Why we exist:

We listed 3 companies above for their successful gamification integration to their business. But, the list is not limited to 3 companies only. In fact, all the big chain stores have deployed their vast amount of resources in developing their own gamified application that drives them higher sales. Some other notable names are Pizza Hut, KFC, Coca-Cola, Chipotle and many more.

However, we see the industry is completely lacking a gamified application that small restaurants can leverage in their business to provide similar experiences to those of bigger chains stores. Without such application, small businesses simply cannot complete with bigger chain stores rather will remain competing with each others often times leading to be bankrupted by a bigger chain.

This has been statistically proven as 80% of small restaurants met bankruptcies within their first 5 years in operation. Whereas, bigger stores are continuously expanding and achieving record sales numbers each year. This difference in business performance are mostly because of these subtle things, one of which is small restaurants unable to offer memorable & unforgettable their customer experience. So, thus JetMenu exist to support small & medium scale restaurant businesses in their mission of achieving growth together with the mission of providing memorable customer experience to their customers.

Gamification relevance in Restaurant Business :

As mentioned above, all big chain restaurants business such as Chilli's & Chick-fil-A are using gamification to drive majority of their sales to their stores. Thus, it is clear that gamification have industry validation that attribute it to increase customer engagement and drive sales to the business.

Gamification in JetMenu :

With JetMenu introduction to the industry, small restaurants are easily able to integrate gamification to their business. Below are gamification elements that JetMenu provides to our

partner restaurants. Or you can visit https://youtu.be/9zE2-cUT7Gg to view demo app of below mentioned features in action.

- **Slot Machine Discounts:** This is JetMenu core offering to the partner restaurants.
  - The idea of the slot machine is to provide customer with chance of winning discounts on every order they make while dine in. Slot Machine roll on random basis and has only **6%** chances of offering discount **(by default is 5% & 10% each)** and **1%** chance of offering the biggest discount **(by default is 20%)**. <u>These discounts are automatically applied to customers next order, thus incentivizing customers for higher spending.</u>
    *Discount % can be changed by restaurants based on their offering. By default, it is 5%, 10% & 20%.
  - Our partner restaurants have discovered that this feature is highly effective while using it as Unique selling point (USP) in their marketing. Rather than mentioning 10% off on menu items, our partner businesses are engaging customers in creative marketing. The Royal Curry, one of our partner restaurant mentioned following in their marketing: 'Win 30% discounts on all orders'.

- **Swipe Interface for Coupon Distribution:** This is JetMenu second gamified offering to the partner restaurants.
  - Restaurants can automate coupon generation with JetMenu which will make personalized coupons for their customers every time they intend to purchase items. In simple words, algorithm creates coupons combining items from customer cart together with lesser sold items (*lesser sold items are pre-selected by restaurants itself giving restaurants full control over the coupon deals) from the menu with 20% discount applied to it. (*Discount % can be changed by restaurants)

    For example: If customer bought a Buffalo wings with potato bar but haven't bought a salad with it, algorithm will generate a personalized coupon for that customer for his future use, which will include Buffalo wings together with potato bar and salad for 20% off. (*Discount % can be changed by restaurants)

    *This feature is optional & restaurants have option to simply turn off this feature if needed.
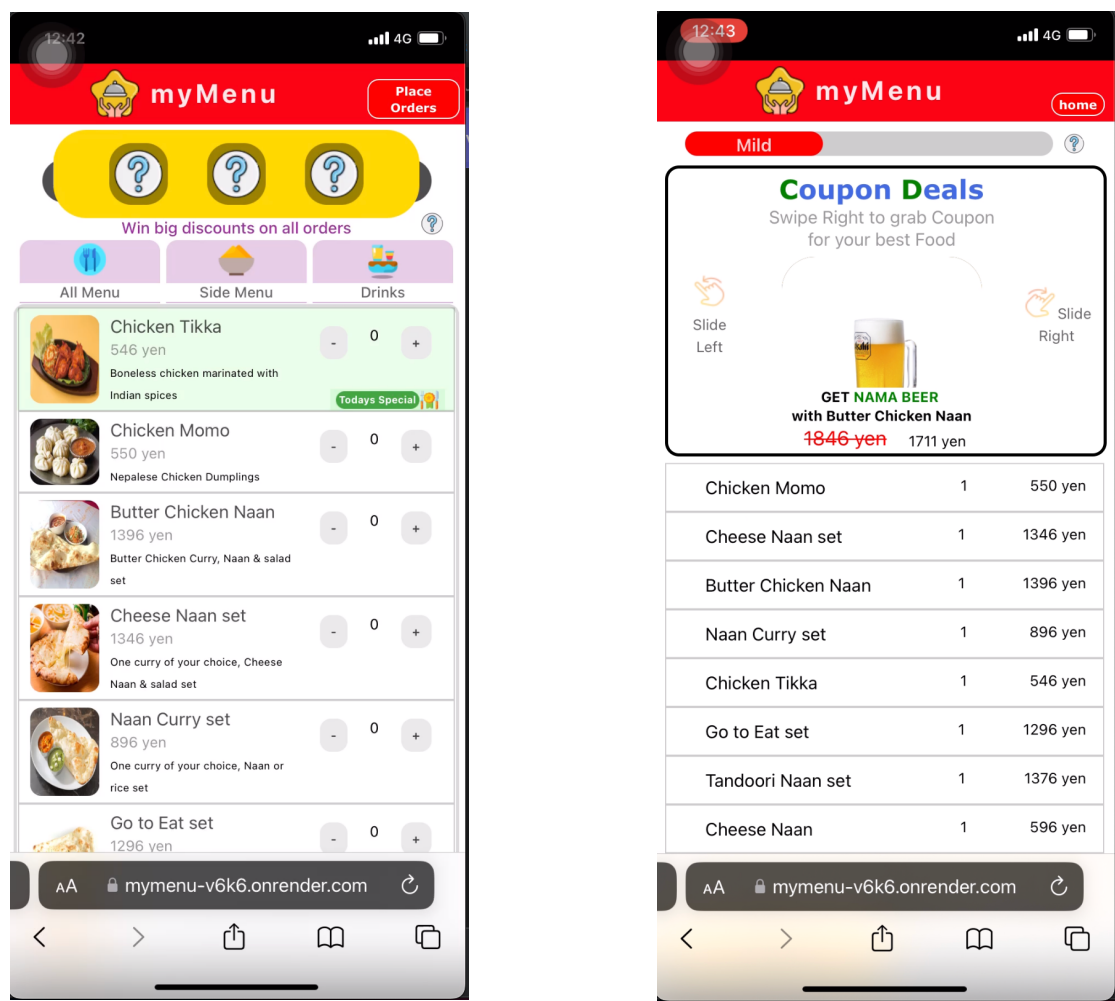
- **Happy Hours gamification:** This feature is coming soon. (*If you are excited shoot us a email, we usually launch our features to few restaurants in order for testing its effectiveness before making it public.)
  - This features is intended to provide personalized service to customers of our partner restaurants. This will have a sweet gamified element that as per objective will serve customers with better experience and also servers restaurants with higher sales.

- **Gamified Loyalty system:** This feature will be together launched with happy hour gamification.

  *If you are interested in getting earlier access to upcoming features, shoot us a email or dm us on insta. we usually launch our features to few restaurants in order for testing its effectiveness before making it public.

JetMenu Design Interface:

This is an overview of gamified components that make up our brand. It has extremely simple mechanics yet highly interactive. *Jet Menu was formerly known as myMenu

Future Product Feature Update :

- ○ Gamification of Happy Hours
- ○ Gamified Loyalty reward system

Stay tuned with us !! More Gamified elements are also coming your way.

For more updates and gamification strategy, follow us on Instagram: **Jet Menu**

✏ **Visit Jet Menu Website.**

The Jet Menu Team

Try gamification to increase order volume and provide better experience to your customers