

Frequently asked questions

1 How do I reach customers?

You reach your customers directly, by sending the text messages or emails. You can request them to share their email address and mobile number within your store or via flyers/post cards. You can entice your customers with an offer of a discount or VIP promotions in return for sharing their email address or mobile number.



Figure 1 Customers receive your web-app by email or text.

1.1 Auto-responder text message

Your customers can send a text message to 628-333-3364 with your business name in the body [Your business name], and in response they will get link back. If you are running a promotion or discount, the link will contain that.

1.2 Other methods of sending your link

You can share your Coupons, Deals, Promotions, catalog just by clicking share button, you can reach your local customers easily by Email, SMS, **Facebook** and **Twitter**

2 What else can I do with Chalkboards

2.1 It is a self-service point of sale

Chalkboards is a fully functional self-service point of sale machine. Open a new sales counter without hiring another person.

2.2 You can sell via mobile

Ordering via mobiles is all the rage today. Your customers love the convenience of ordering by mobile. Now they can go through your catalog and can place orders straight from their mobiles.

Accept all major credit cards safely and securely. We notify you by Email, Fax or Text. We even offer a convenient wireless label printer to help with shipping and handling.

2.3 You can create specials/promotions in minutes.

Use our powerful back office iPad App (free download from the app store).

Or, just send an email with a picture and the description.

- a. Your promotions go live right away.
- b. You can even create targeted promotions, available only to your VIP customers.
- c. A convenient 'Buy' button in the promotion makes it easy to buy.

2.4 You can have a modern loyalty program

Your new app has a built-in digital cardless loyalty system. Just pick an item from your catalog or menu, fill in the conditions, and activate it. It is all-digital, your customers don't have to carry card. Your new loyalty program uses state-of-the-art technology.



Figure 2 Scan the customer's loyalty card with your iPad or the hand-held scanner.

3 How can I manage my catalog and other details?

We have a free iPad app, which allows you to change anything anytime. No phone calls to make, no forms to fill out. Just login and make any changes/additions/deletions you want to make. The back-office app also has a built in preview, so you know exactly what your customers will see. Note that the iPad app also doubles as (a) an Email Address or Mobile Number collection point (put the iPad on a stand for your customers to use) and (b) it also doubles as a loyalty card scanner. For loyalty, you can also use a handheld scanner that wirelessly (by Bluetooth) connects with the iPad that gives you more flexibility.



Figure 3 Back-office iPad app lets you manage all details of your mobile marketing software. It is completely self-service.

4 How much will it cost?

1. First 2 months free
2. We charge \$1 per day after that (\$30 per month), No hidden costs. You can cancel any time

You get

1. Free setup of your business.
2. We provide you an iPad free during the trial period. If you already have an iPad, you can use it too.
The App itself is always free.

5 How does Chalkboards compare with the competition

	Grubhub/Doordash/ Eat24	Groupon	Thanxs/ BellyCard	Chalkboards
Your brand is promoted	No. It is the mega-app brand that people recognize; you are just another entry in their list.	No. It is the Groupon brand that people recognize.	No, you are just an entry in their list.	Your own brand gets highlighted. Your customers can also bookmark you to their home screen and have an icon for direct access anytime.
Ordering fees	Grubhub – 15 to 20% based on industry Eat24 – 12.5%	40% and higher	(na)	0% (payment systems charges are usually 2%-2.5%)

Create Coupons /discount	Not easy to create.	Easy to create but cannot deactivate anytime.	No	Super easy, using back-office app, and you can activate/deactivate any time.
Distribution of Coupon/discount	Attracts poor quality bargain-hunters only. Broadcast to everyone.	Attracts poor quality bargain-hunters only. Broadcast to everyone.	(na)	You can share them directly, via email/mobile list, or via social share. Turns walk-in customers into repeat visitors.
Long term effect of Coupon/Discounts	Limited to specific purchase	Limited to specific purchase	(na)	Clicking on Coupon loads all your other promotions, catalog, videos, sweepstakes etc. Your app can also be bookmarked for later access.
Loyalty card/program	None (for your business at least)	None (for your business at least)		You can have your very own loyalty card now. The loyalty infrastructure is already built-in. Just decide the program (e.g, 10 orders for 1 free?) , set it and activate it. That's it.
Demands credit card usage details	No	No	Yes	No