

SkipTheDishes x BrainStation

SkipTastic

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Problem

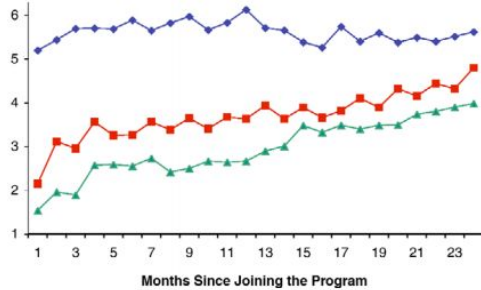
COVID has affected restaurants and customers. Customers who rely on food delivery have to pay extra fees for the service, and restaurants lose the ability to create customer loyalty without the interactions of dining in a physical restaurant

Solution

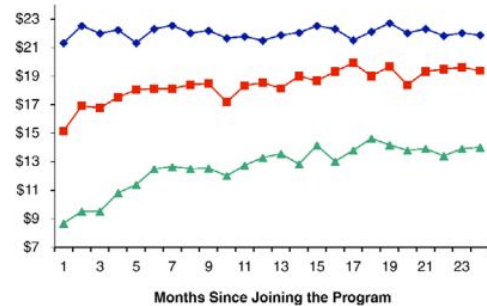
A loyalty program that rewards users for frequently ordering food from their favourite restaurants.

Data

Purchase Frequency

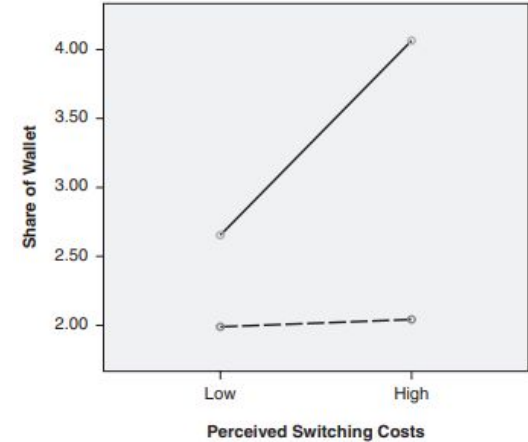


Transaction Size



— Heavy buyers
— Moderate buyers
— Light buyers

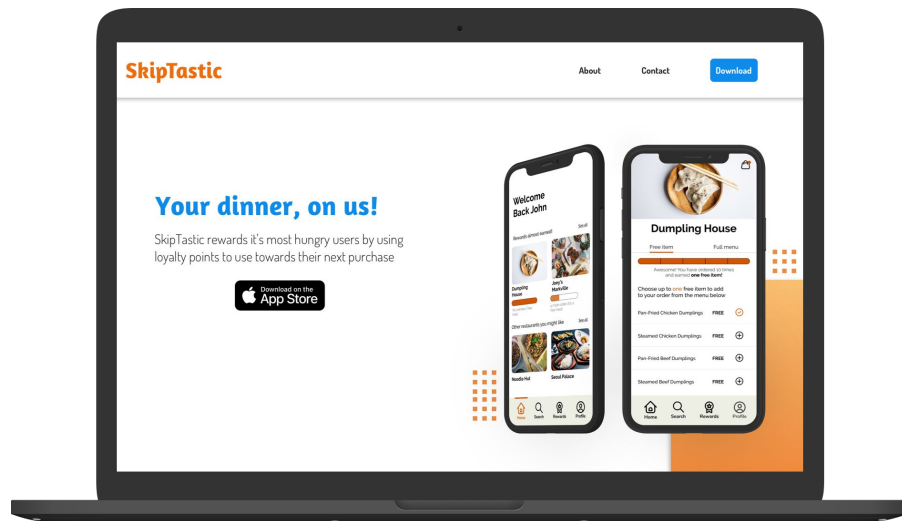
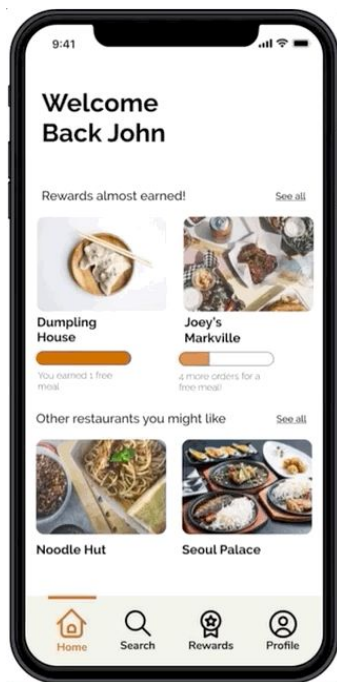
- Generally, reward programs encourage more frequent and high impact sales from light users (Liu 2007)
- Probability of repurchase and referral is highest for tiered monetary rewards (Sima 2015)
- Loyalty and low switching costs self-perpetuate each other, and both increase spending (Wirtz 2007)



Dashed: programs respondents deemed “unattractive”
Solid: programs respondents deemed “attractive”

Attractive programs that are hard to give up result in greater spending.

Product - SkipTastic



Value

User

Customers can earn rewards for free items from their the places they enjoy the most

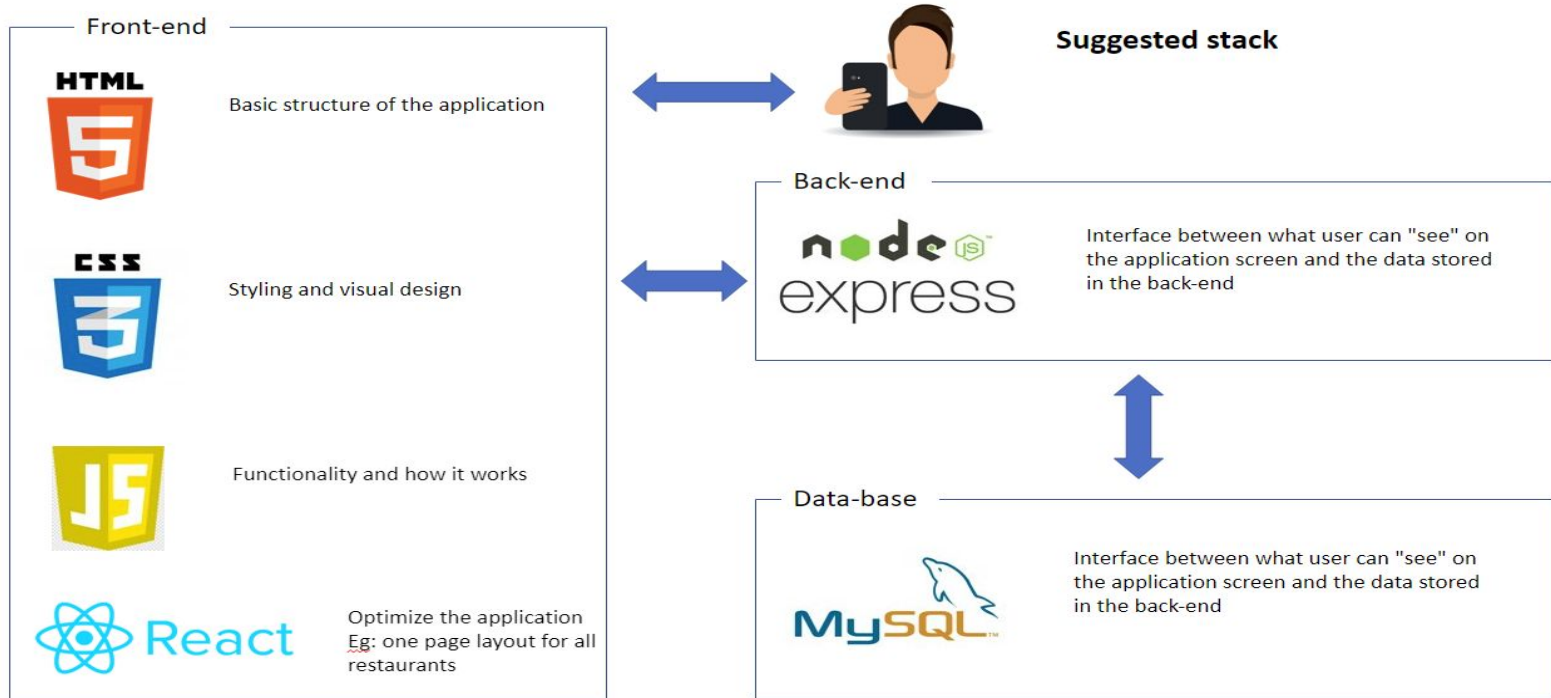
Restaurant

A reward system will help restaurants increase repeat orders and customer loyalty.

SkipTastic:

Customers orders increase to achieve rewards from their favourite restaurants

Technologies Required



Next Steps

- Integrate in-app rewards with dine-in rewards
- Improve app accessibility with a live-chat service feature



Thank you!

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