Clyp

# Functional Requirements

***Summary:*** Clyp is software for restaurant owners to manage their customer loyalty cycle. It helps business owners to be engaged with customers, increase their business value and expand their clientele.

## Business Opportunity

People owning restaurant business need to be informed of the ever-changing preferences of their customers. A pulse on the customer trends enables a business owner to steer his/her business to serve the customer better.

Restaurants can know the preferences of their customers when they can connect themselves with the customers. Many establishments do not have a way to identify their customers on a daily basis. We have an opportunity here to help the restaurant owners know and identify their customers using our technology solution.

## Technology

Our technology ecosystem comprises mobile, desktop and web-based solutions. Our mobile platform is for customer engagement, desktop systems are to make the daily operations easy, and web-based systems for analytics and reporting.

## Key Concept

The key idea is to acquire a public information like name, phone number or email of the customer and save it. For new customers, this would be on personal request via a survey form etc. Once the information is collected, an e-bill would be sent to the customer via SMS or email. The e-bill would contain a link encouraging users to download Clyp app from the cloud.

Returning customers would be identified by Clyp app as soon as they arrive in a restaurant via BLE or Wi-fI or GPRS. For the restaurant, orders placed by a customer on his or her vists will be noted. For customers, their food bills will be saved on the cloud as an added convenience.

## Value Propositions

#### Business Owner:

1. Customer relationship and continuous engagement.
2. Analytics on customer profiles and preferences to help in business development.
3. Regular feedback from customers for continuous business improvement.
4. Better marketing opportunities.
5. Information about the landscape of competition.

#### Customer:

1. Table booking for person or group.
2. Sharing of bill payment among friends.
3. Saving of food bills in the cloud, avoiding paper.
4. Set a limit on expenditure at bars/pubs and get billing updates real-time.

## Revenue Model

1. Merchants are charged fees based on their usage of the features.
2. Revenue through ads on the Clyp mobile app.

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