



INCREASE YOUR
FOOD DELIVERIES WITH A
***LOYALTY
PROGRAM***

Approximately 30% of restaurants offer various types of loyalty programmes and 57% of consumers declare that they are more willing to buy from places that offer these rewards ([source](#)).

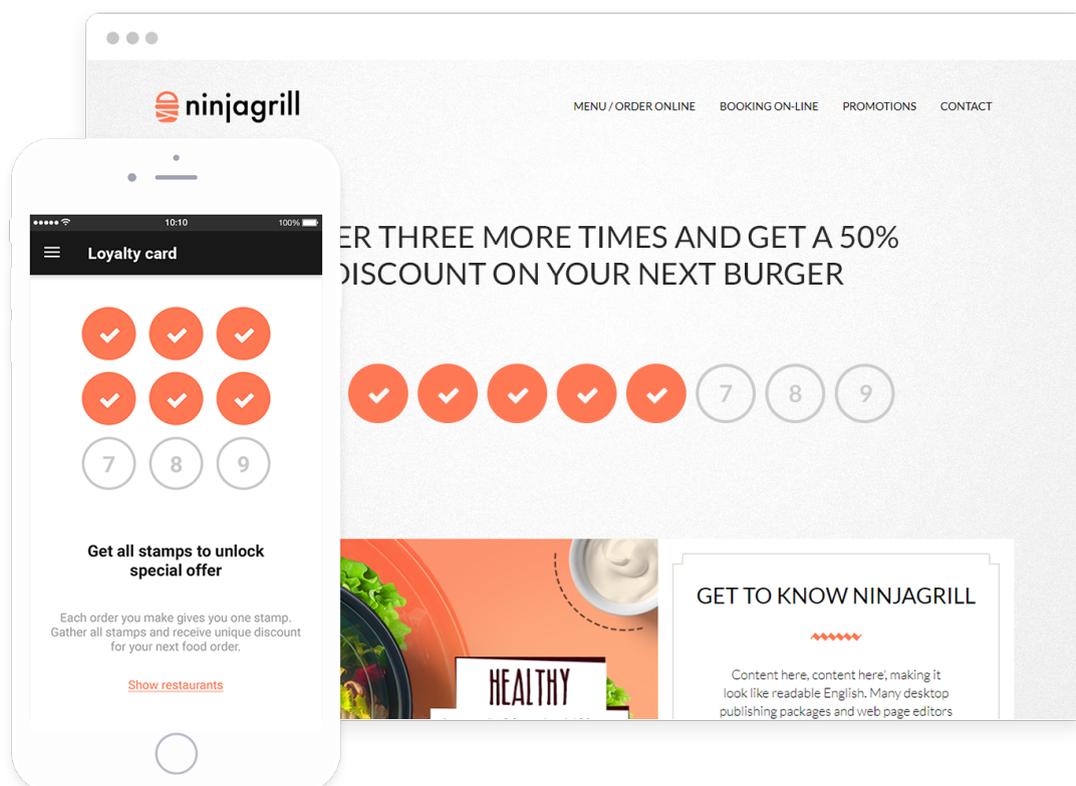
Launching a restaurant loyalty program software can often give rise to uncertainties. How will points be awarded? Will the programme work both online and offline? What to do if someone says that they have lost their card with stamps? How will online points be calculated? To answer these and other questions, we have created this eBook.

Find out about the benefits of the UpMenu loyalty program and reward system. See for yourself that this really is the best way to develop customer loyalty. With a loyalty programme, your guests will order more and more often, and the points they accrue will make them feel important and appreciated. See how it works...

Enjoy the read!
The UpMenu team

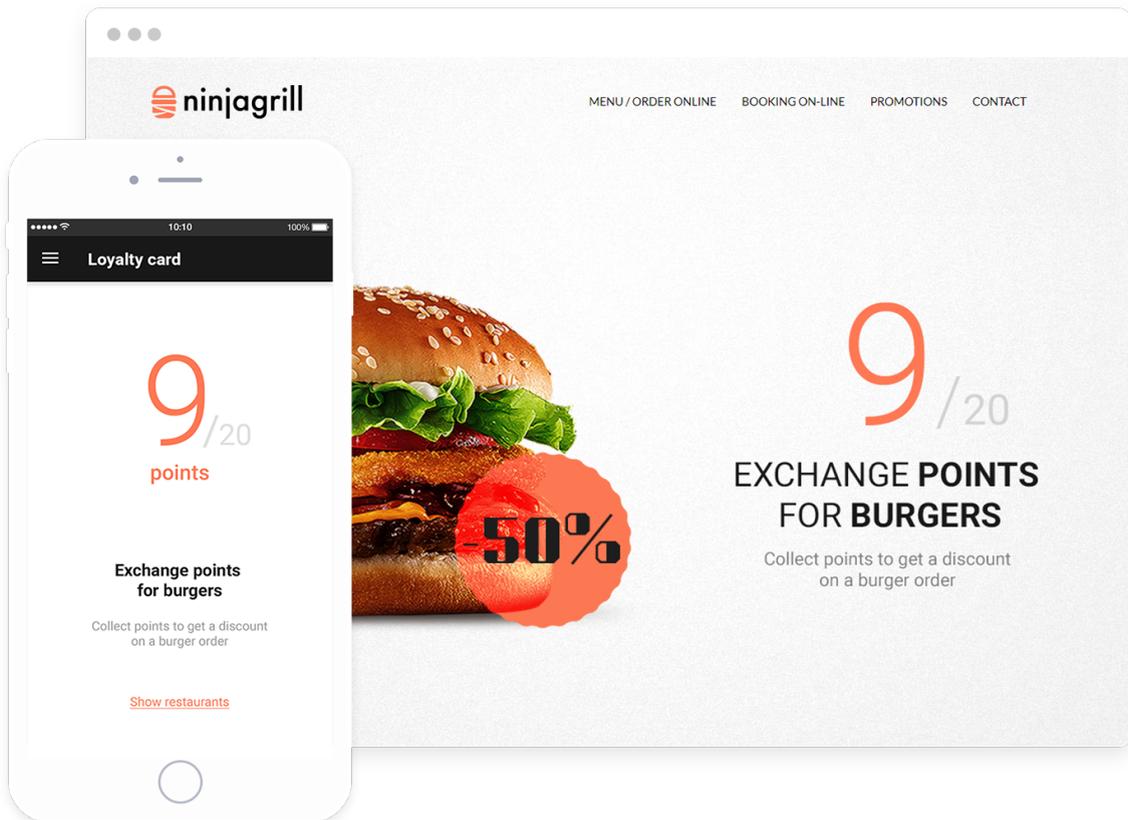
Let customers collect stamps and points, both "in real life" and online

Your customers don't want to pick up their new loyalty cards in person? Have you had enough of stamping cards and issuing new ones? Now you and your guests can do away with the bother of collecting loyalty points on paper.



Each time an online order is made, the stamps and points will be added automatically. And when the customer appears in your restaurant, all they'll need to do is show the staff a special code in your restaurant's mobile app they have downloaded. All you need to do is enter it into the system and it's all done.

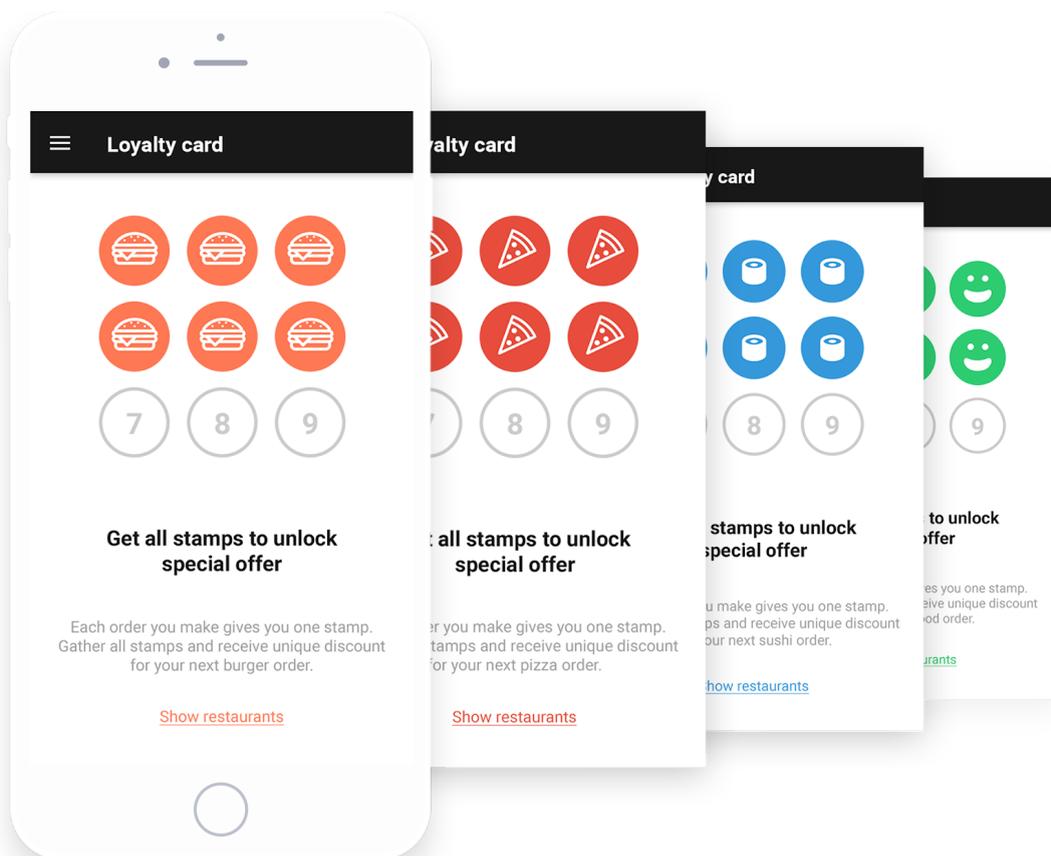
You can check the system for a given customer's points and stamps at any time, and your customers can see for themselves how many more points they need in order to get a reward, as well as how many points they have collected and what they can exchange them for.



Restaurant loyalty programs that match the look of your restaurant

Restaurant loyalty programs are structured in such a way that you can easily adjust them to your brand's image. You choose one of the many available motifs and you pick the colour of the template.

It is important to combine everything into a perfect whole. Remember that the best restaurant marketing ideas are based on a coherent and instantly recognisable brand image. Therefore, make sure that your restaurant website, online orders pages, mobile application, loyalty program and social media channels all consistently project the same profile.

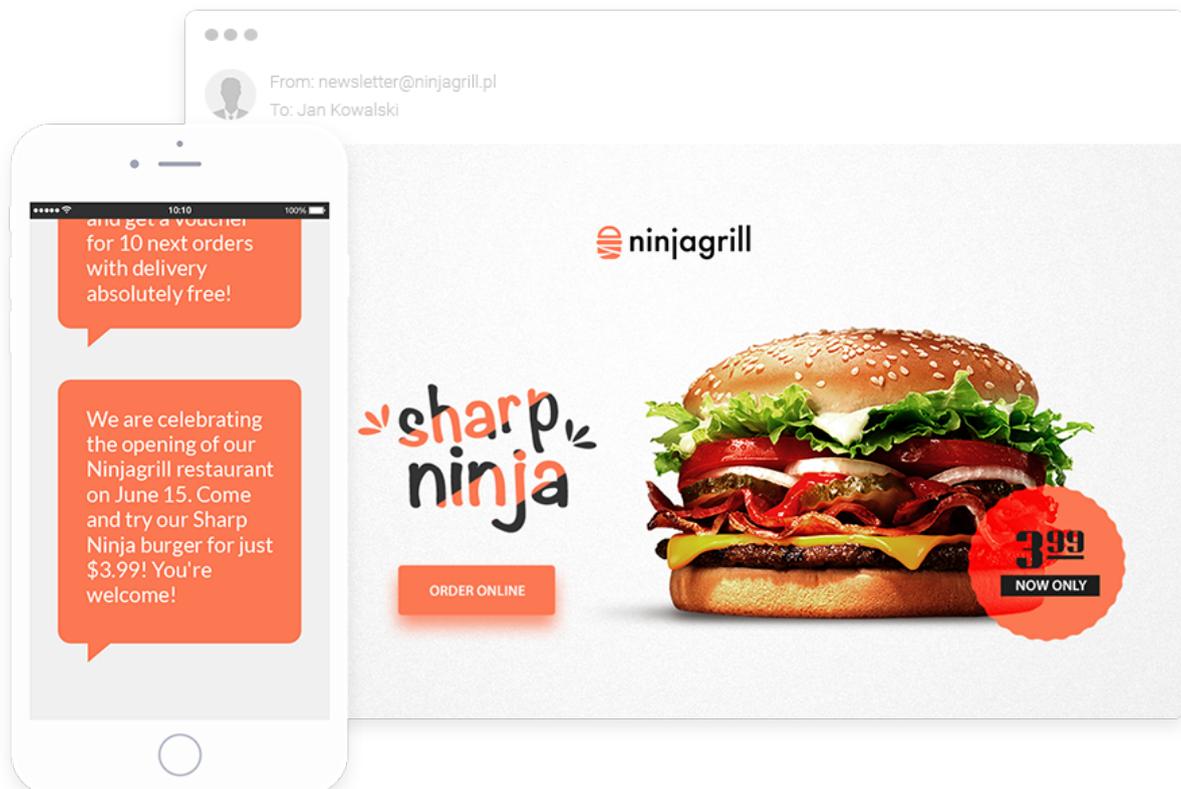


Text message, e-mail and PUSH campaigns - encourage your customers!

Boost your restaurant marketing by making a game out of the loyalty program. Why? Because people love to win and get prizes. That's how psychology works. As a result, your customers will order food more often and in larger quantities, which will translate into an increase in your sales and profits.

How do you encourage your customers to participate in the game? With the UpMenu system, you get many marketing tools in addition to the restaurant loyalty program. Let your customers know about current promotions, special offers or new menu items by using:

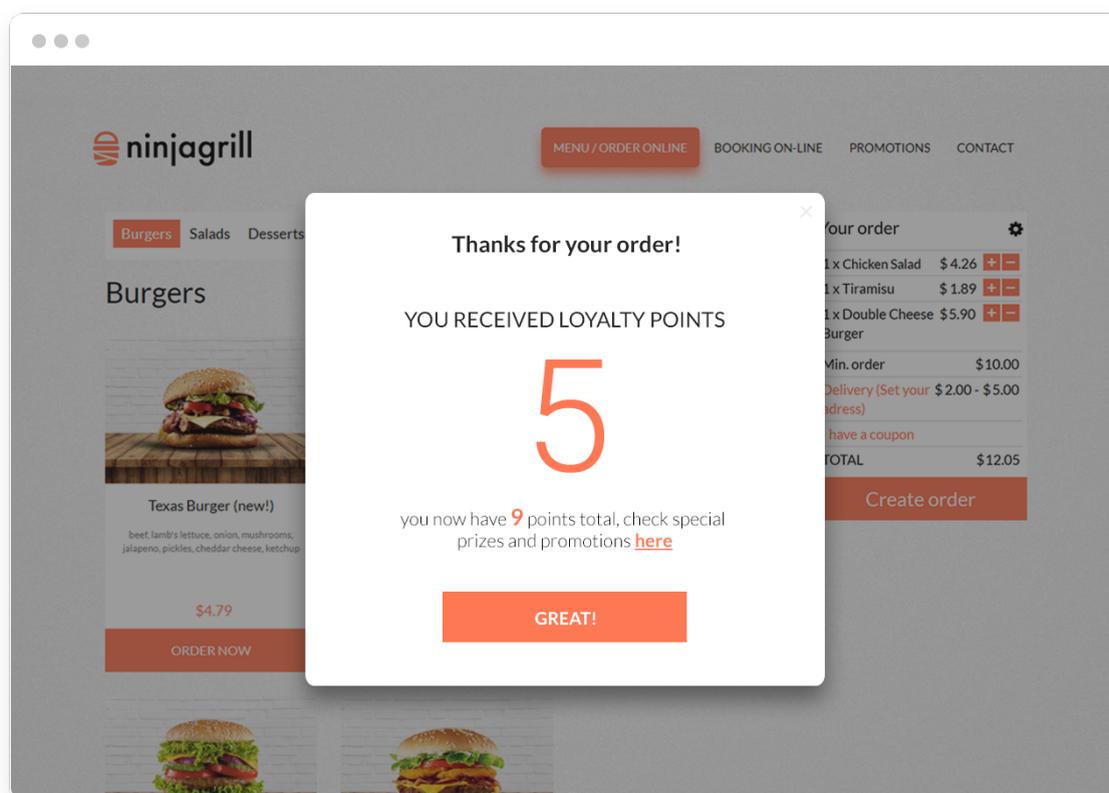
- text message, e-mail, and PUSH campaigns,
- advanced promotion module and discount vouchers,
- marketing automation.



Integration with your online food ordering system - points are added automatically

Automatic integration with the UpMenu system makes the restaurant loyalty program software particularly convenient. Customers who place orders online immediately collect points on their account. They will also be told how many orders they still have to place to earn the reward.

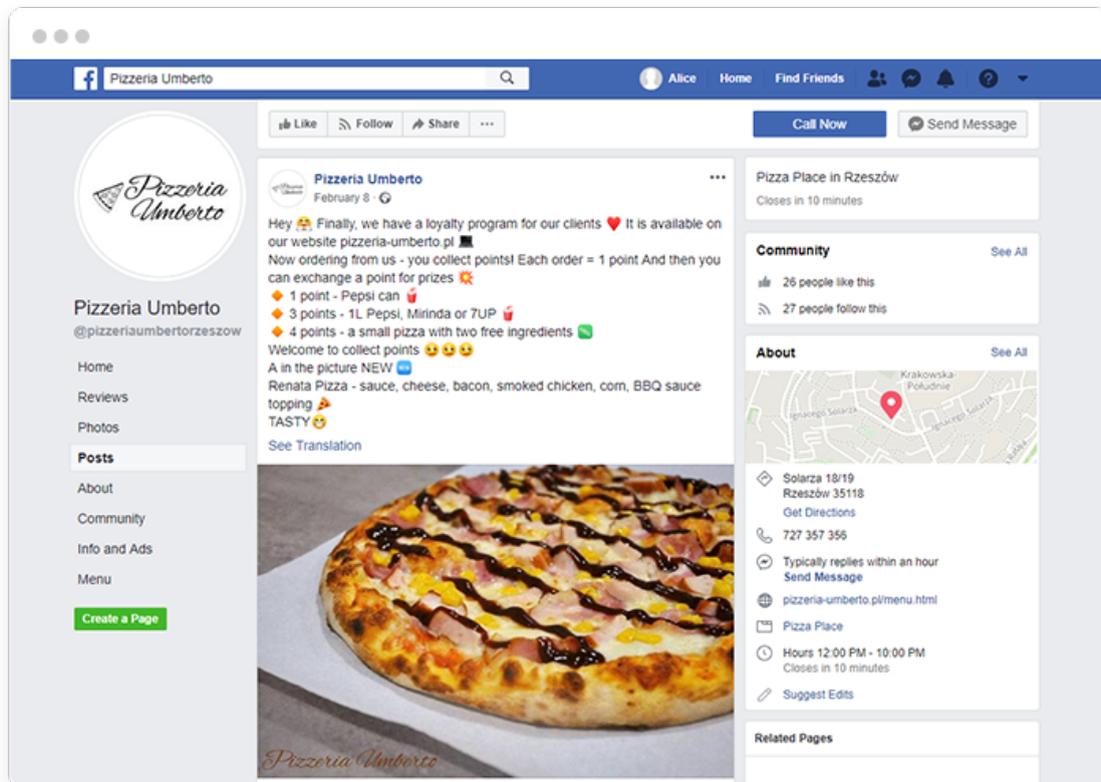
In the UpMenu administration panel, you can find all the statistics and information about the loyalty program in one place. You can manage all the tools for building customer loyalty from there.



Promote your loyalty program both online and offline in order to sell more

It is important that your staff let customers know that the restaurant runs an active loyalty programme. You can also distribute flyers with the information. In addition, if time permits, it is worth showing some guests how the programme works - show them the application and the place where their points are collected.

Do not forget to also let your Facebook followers know that you have restaurant loyalty program software. If you want, you can run a FB ad, but a regular post is often enough.



The image shows a screenshot of a Facebook post from the page 'Pizzeria Umberto'. The post, dated February 8, announces a new loyalty program. The text of the post reads: 'Hey 🎉 Finally, we have a loyalty program for our clients ❤️ It is available on our website pizzeria-umberto.pl 📄 Now ordering from us - you collect points! Each order = 1 point And then you can exchange a point for prizes 🎁' followed by a list of rewards: '♦ 1 point - Pepsi can 🥤', '♦ 3 points - 1L Pepsi, Mirinda or 7UP 🥤', and '♦ 4 points - a small pizza with two free ingredients 🍕'. The post also includes a photo of a large pizza with various toppings and a 'TASTY 😋' emoji. The right sidebar of the Facebook interface shows the location 'Pizza Place in Rzeszów', community statistics (26 likes, 27 followers), and a map with address details: 'Solarza 18/19, Rzeszów 35118', phone number '727 357 356', and hours '12:00 PM - 10:00 PM'.

Summary

Launching the UpMenu loyalty program and reward system will bring more online orders, and your sales and profits will increase. Additionally, you give your customers the opportunity to enjoy winning rewards. It's great fun for them and another effective marketing step for you. Let your guests order more and more often – they will feel important and appreciated.

If you would like to have a restaurant loyalty program software to boost your restaurant's sales, get in touch with us. We will be very happy to help you get started.

