

Product Overview

Mobile App is a customizable white-label mobile application designed to revolutionize the customer experience for your restaurant and boost your business growth. Seamlessly integrated with the Breeze POS system, it offers a comprehensive suite of features to engage customers, drive loyalty, and optimize your operations.

Key Features

For Customers:

- **Loyalty Program:** Enroll and earn points on every purchase, redeem points for rewards, track progress, and access exclusive offers.
- **Vouchers:** Utilize digital vouchers for discounts and promotions, easily accessible within the app.
- **Online Ordering:** Order food for delivery, pickup, or dine-in directly through the app, ensuring a convenient and seamless experience.
- **Table Reservation:** Reserve tables quickly and easily, eliminating wait times for dine-in customers.
- **Location Finder:** Easily locate your restaurant with integrated maps and directions.
- **Buy Points and Gifts:** Purchase points for yourself or send them as gifts, fostering engagement and brand loyalty.

For Restaurants:

- **Promo Banners:** Showcase targeted offers and promotions on the app's homepage to grab customer attention.
- **Customizable Homepage:** Tailor the app's homepage to your brand identity and highlight featured items or promotions.
- **Voucher Campaigns:** Create and manage targeted voucher campaigns to attract new customers and incentivize repeat visits.
- **Happy Hour Management:** Set up and manage dedicated happy hour offerings directly within the app.
- **Multi-channel Communication:** Reach customers directly through targeted email and push notifications.

Benefits

- **Enhanced Customer Engagement:** Foster loyalty and repeat business through a rewarding program and convenient features.

- **Increased Sales:** Drive online ordering, encourage table reservations, and incentivize purchases with vouchers and promotions.
- **Improved Operational Efficiency:** Manage online orders, table reservations, and customer communication efficiently through the app.
- **Valuable Customer Data:** Gain insights into customer behavior and preferences through app usage data to inform marketing and operational decisions.
- **Brand Awareness and Recognition:** Increase brand visibility and recognition with a dedicated mobile app for your restaurant.

Target Market

Mobile App is ideal for restaurants of all sizes, from independent establishments to multi-location chains. It is particularly well-suited for restaurants looking to:

- Enhance customer engagement and loyalty.
- Increase online ordering and delivery revenue.
- Improve operational efficiency and customer service.
- Gain valuable customer data and insights.
- Build a strong brand presence in the mobile age.

Pricing

Breeze KDS is offered as an add-on to the Breeze POS software. Pricing for the KDS add-on varies depending on the size of your restaurant and the number of features you require.

Product functionalities

<i>User account</i>	
<i>create account</i>	create an account to remember addresses and cards, get loyalty benefits
<i>Facebook login</i>	Facebook login makes it easy to use your email and phone from your Facebook account
<i>Google login</i>	easy login with your Google account
<i>save my addresses</i>	save frequent addresses in your user account to simplify next orderings
<i>save payment cards (tokens) depending on the payment processor</i>	save payment cards (tokens) to simplify the payment process (depending on whether the payment processor supports token payments)

<i>orders history</i>	see the history of orders
<i>replace order from history</i>	you can replace an order from history
<i>feedback from orders in history</i>	you can leave a feedback based on your order
Loyalty	
<i>points accumulation</i>	a registered user can have a loyalty program allowing for point accumulation
<i>points redeem (full order payment)</i>	a registered user with an active loyalty program can use his accumulated points to fully pay for an order
<i>points redeem (partial order payment)</i>	a registered user with an active loyalty program can use his accumulated points to partially pay for an order
<i>view loyalty points in my account</i>	see your accumulated points in your account
<i>view loyalty points about to expire</i>	see the points about to expire in the next 30 days
<i>show QR code</i>	show loyalty card QR code, so that the waiter can scan it to identify the customer in the restaurant
<i>Scan QR code</i>	scan the QR code from the delivery bill to get points benefits
Ordering	
<i>Delivery, takeaway and dine-in</i>	select the order type before adding items to the cart
<i>location schedule per order type</i>	the restaurant can have different working hours for delivery versus takeaway
<i>identify location based on user address</i>	based on the delivery address the system identifies the restaurant that delivers to that client
<i>ask for delivery time upfront if the location is closed</i>	useful when someone wants to order but the location is not working, so the customer is aware from the beginning of the delivery time
<i>map when adding the address</i>	see your address on the map to confirm the exact location
<i>minimum order per delivery area</i>	you can set a minimum value of the order per delivery area
<i>delivery tax per area</i>	you can set a delivery tax per each delivery area
<i>delivery tax per hours</i>	can set delivery tax per interval, e.g. night tax delivery

<i>order value threshold per area to apply delivery tax</i>	you can set a threshold to apply the delivery tax per each delivery area - if the order's value exceeds the threshold, there will be no delivery tax
<i>cart upsell: add more to get free delivery</i>	if the cart value is below a threshold, a notification informs users to add x lei and get free delivery
<i>future order email confirmation</i>	order in advance for later or next days
<i>revalidate the cart if the user changes address or order type</i>	clients receive a confirmation email for each placed order
<i>order status visible to the user</i>	when customers change the order type or delivery address, the cart is validated to identify possible price changes or items that might become unavailable
<i>feedback from email</i>	after placing the order, the customer can follow the order status: order received, in preparation, in delivery, delivery done
Upsell and benefits	after delivery, customers get an email and they can submit feedback by accessing a link from that email
<i>upsell</i>	based on all items in the Cart and the setup rules, recommend other items
<i>recommend items</i>	based on the item just added to the cart, customers get other recommended item
<i>combo upsell</i>	if all but one item from a menu /combo are added to the cart, the customer gets an upsell proposal to add the last item and transform all to a menu to get a better deal
<i>combo recognition</i>	when all the items from a combo are added to the cart, customers get a proposal to convert all to a menu to get a better deal
<i>vouchers % or value</i>	user vouchers coded or vouchers attached to a registered user account to get a % or a value discount
<i>vouchers for free items</i>	user vouchers coded or vouchers attached to a registered user account to get a free item
Personalization	
<i>choose pages</i>	Setup the order of pages, including what icons are visible on the main screen
<i>choose order types</i>	Choose your order types: delivery, click&collect, dine in or no ordering, just loyalty.
<i>slide banners on the homepage</i>	banners shown as slides on top of the homepage
<i>slide banners in each category</i>	banners are shown as slides on top of each category page
<i>static pages</i>	some static pages - html content
<i>homepage offers</i>	homepage designed to promote deals or special recommended items

<i>request cutlery</i>	have the option for customers to ask for cutlery in the cart
<i>filter payments per location and order type</i>	you can set rules for payment methods to be hidden for specific locations and order types
<i>Multibrand</i>	multiple brands available on the same site, customers can order from different restaurants in the same cart
<i>continuous scrolling catalog</i>	continuous scrolling allows you to jump to the next category without using the navigation on top.
<i>Restaurants page</i>	restaurant list page, individual restaurant presentation page with details, and map
<i>Booking page</i>	Allow customers to make reservations you can confirm. Booking account for available seats and opening hours.
<i>Vouchers page</i>	See my available vouchers on a single page, easy to choose from
<i>News page</i>	Tell customers what's new in your location and menu
<i>Loyalty page</i>	All about the loyalty points, buy points, loyalty program, history of accumulation, and redeem
<i>Contact page</i>	Let customers tell you anything. Their suggestions matter!
Items	
<i>simple items</i>	simple items that require no configuration with pictures, descriptions, and weight. On click, the item will be added to the cart
<i>configurable items</i>	items that require configuration, with mandatory and optional modifiers. Choose different options from one or more sections (mandatory - one choice from many, optional - any choices from many)
<i>combo menus</i>	menus that require configuration, few or many steps, multiple choices at each step, choose one item at each step. Menus can have a price, and items can be free or have an additional price.
<i>buy one get one free offer type (BOGO)</i>	buy one get one free - menu type where all groups include the same items
<i>pizza configurator</i>	pizza configurator allows to setup sizes, crust types, toppings
<i>pizza half&half configurator</i>	half and half pizza
<i>additives, ingredients, and allergens per item</i>	see the allergens for each item and an icon on the card as a reference that this item has some allergens
<i>nutritional info per item</i>	nutritional declaration available on each item
<i>promo price (strikethrough) on the item's card</i>	on the item card, see a strikethrough price (the base price) and the real (promotional) price on the button
<i>different price per location</i>	the same item can have a different price depending on the location that is delivering to the customer's address

<i>different price per order type</i>	the same item can have a different price depending on the type of order (delivery, takeaway or dine-in)
<i>different price per city</i>	the same item can have a different price for each city
<i>unavailable items if kitchen stock=0</i>	items marked in KDS with stock=0 appear as unavailable in the app
<i>show unavailable items per order type</i>	items that are available only for other order types show as Unavailable and have a stamp
<i>offers & deals page</i>	a dedicated page to show offers or deals. The deals page is included in the navigation
<i>show unavailable items per period</i>	items available starting with a specific hour are shown as unavailable, with a label stating the hour of availability, so the customer would know when he can order
<i>labels per item</i>	set up stamps on the item's cart like New, Promo, Recommended, Seasonal etc.
<i>promote items on the homepage</i>	homepage designed to be able to promote special items. The offers are grouped in sections.
<i>veggie or hot items icons</i>	veggie and spicy items are signaled with a representative icon in front of the name

Deployment

Setting up a Mobile App is quick and easy. Our team will work with you to customize the app to your specific needs and ensure a smooth integration with your existing Breeze POS system.

Technical requirements

Available on Android and iOS.

Configuration requirements

- Product catalog – product preparation time
- Operational flows
- Multilanguage
- Various profiles to operate during rush hour, evening, and different chefs.

During implementation, you will have our full support for configuration.

Support

Our dedicated customer support team is always available to assist you with any questions or concerns you may have about Mobile App.

Call to Action

Empower your customers and transform your restaurant business with a Mobile App. Contact us today to schedule a personalized demo and discover how this powerful tool can elevate your customer experience and drive business growth.

Want more information about the full range of Breeze Suite products?