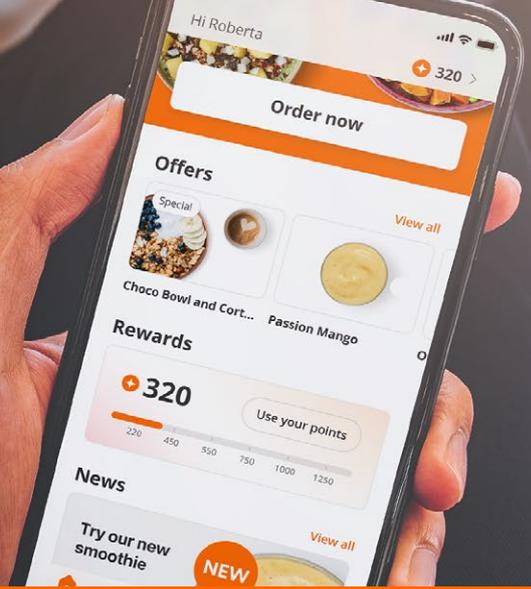# MENU

MENU Loyalty

Inspire customer loyalty and
drive long-lasting value

Retaining customers is of critical importance for restaurants faced with competition and rising customer expectations. Supporting sales efforts and incentivizing guests to place higher-value orders more often are among the priorities. That's why investing in a superior loyalty program supported by advanced technology is essential for brands that want to drive increases to customer lifetime value.

How MENU helps you deliver engaging loyalty experiences and boost sales

With the **MENU Loyalty** engine, you can reward your customers for their loyalty through an innovative spend-based rewards program. With full flexibility and integration capabilities, you are able to configure your loyalty program and personalize rewards according to your specific needs.

All the data is collected in a single place allowing you to have a full picture of your customers' preferences and order behavior across different points of sales. All **MENU Loyalty** configurations are managed via MENU's unified Management Center, which makes it extremely easy to set up your branded loyalty program once your brand and menu have been configured.

Build your own engaging loyalty program

Offering full flexibility in creating your loyalty program, MENU supports you in building the engine that allows customers to collect points and navigate reward options easily. You can also brand loyalty points according to your preferences (e.g. "Crowns", "Points", "Stars").

Take control of your spend-reward plan

MENU Loyalty lets you define all the elements necessary for a successful loyalty program, such as how points are earned, what points can be redeemed for, when points expire and how rewards are presented. You can also manage complex reward scenarios including multipliers on certain days, times of days, order types, product categories, etc.
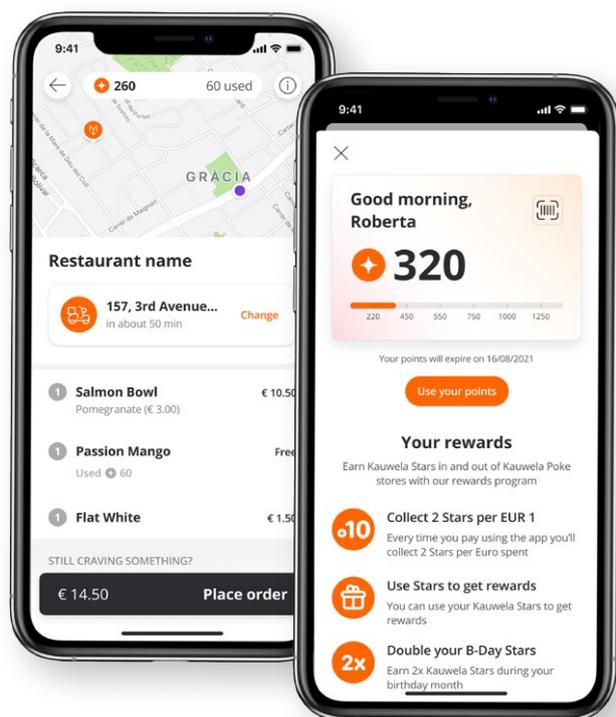
Loyalty points can be collected and rewards can be redeemed on all direct ordering channels, such as web, mobile and kiosk apps, or even a POS system. Thanks to MENU's integration with a large number of POS systems and payment processors, you can reward your customers across all touchpoints.

Boost your sales with a sophisticated loyalty program

MENU Loyalty also supports you in catering to more complex loyalty needs offering greater flexibility in defining when and how points are earned and how rewards are presented. You can build your loyalty program by taking advantage of many product features, including:

- **Points earning & reward tiers**
  Specify how points are earned and when they expire. Group rewards into unlockable tiers and use gamification to encourage customers to reach higher tiers.

- **Points history**
  Provide a clear overview to your customers of their interactions with the loyalty program
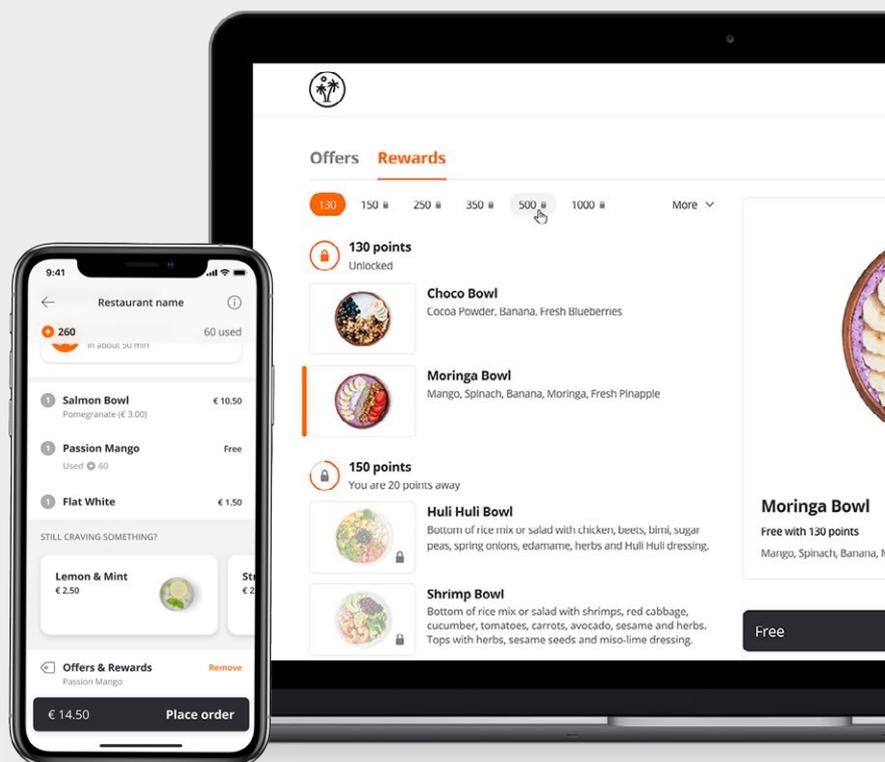
Incentivize your customers with personalized offers

With **MENU Loyalty**, you can configure and tailor campaigns and rewards to target a certain segment of your user audience. You can (re)engage your customers through personalized offers and event-based rewards so that they return and increase spending on each visit.

MENU is a trusted global provider for some of the largest restaurant brands

**Interested in more information on how you can benefit
from MENU Loyalty?**

Contact us now for a free demo

hello@menu.app