



## SpeQue CRM

### Features Offered:

1. SMS and Email packs for doing campaigns
2. SMS/Email campaigns on demand/scheduled
3. Wallet System to run Loyalty Programme

### How it works:

Any customer who shares his/her phone number gets registered on the system as a **registered user for your restaurant**. You can run a cash back programme per your choice (e.g. 10% cash back or 10% up to Rs. 100 etc).

*Immediately* after the meal, the customer gets an automatic SMS with the cash back amount to the registered mobile number.

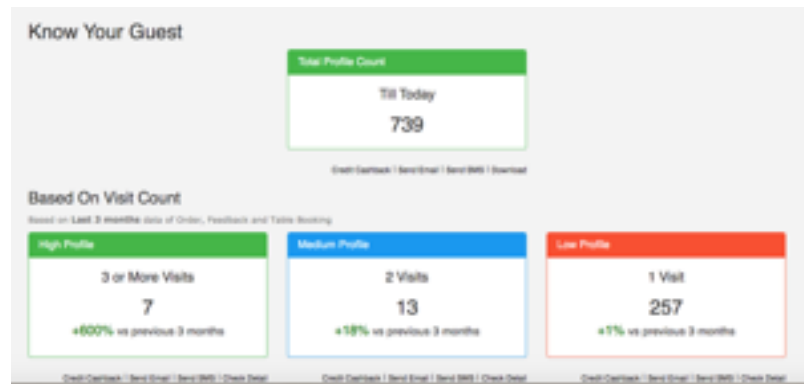
They can **avail the cash back on their next visit by just sharing their phone number** with the restaurant. They get an OTP on their phone, which they need to tell to the manager/steward and avail the cash back. The cash backs have a validity date and we remind them once a month.

4. Automated birthday and anniversary greetings

Customer birthdays and anniversaries can be captured on the feedback form. SpeQue software sends customers **automatic greetings on their birthdays and anniversaries**. A custom offer can be included (e.g. 20% off on bill/complimentary dessert/ free wine etc). The offer is valid for up to 7 days from birthday/anniversary date.

The following reports can be checked for CRM:

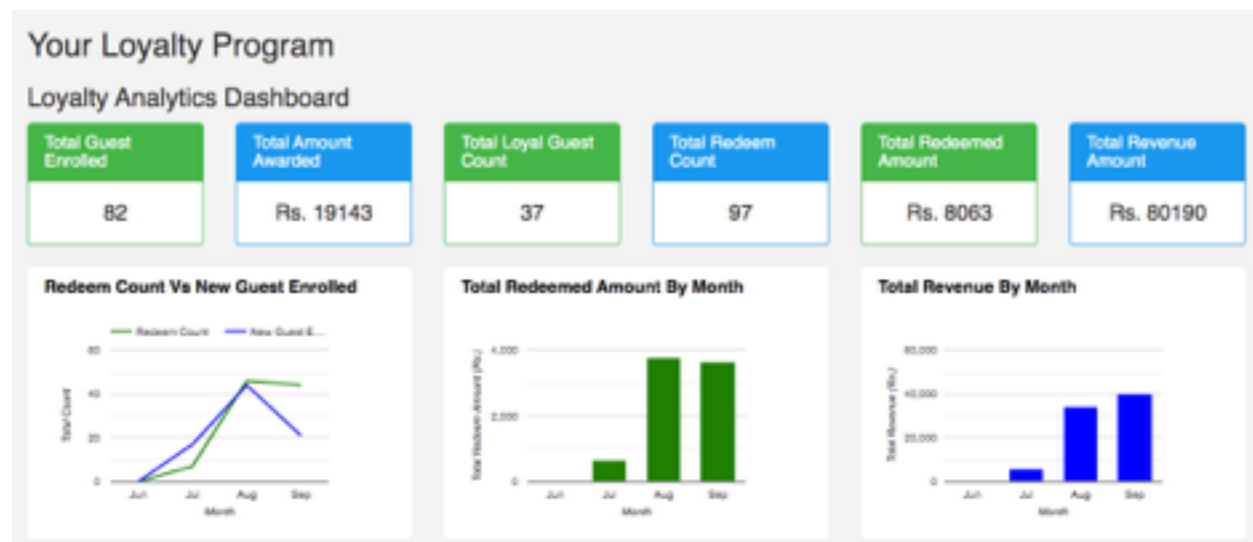
- i. CRM -> Know Your Guest (gives different buckets based on different criteria such as visit count, amount spent etc). SMS/email can be sent directly from the software to the list of users under a given bucket.



ii. CRM -> Campaign History (gives details of all campaigns till date)

iii. CRM -> Birthdays & Anniversaries (gives details of all upcoming birthdays and anniversaries)

iv. CRM -> Your Loyalty programme (gives details of cash back programme, customers enrolled, customers who redeemed cash back, cash back given, revenue achieved etc).



To sign up for the CRM package, we need the following information:

- a. Cash back amount (in %, e.g. 10%):
- b. Validity of cash back (in days, e.g. 100 days) :
- c. Birthday/anniversary offer