

Celebrating the lifeblood of hospitality, **the waiters**



Gerry Hooper

Gerry Hooper, Sales and Operations Director for Zapper.com, explains why mobile technology doesn't have to threaten jobs for front-of-house staff but instead can be used for their great benefit.

For one day of the year, the hospitality industry turns the spotlight from the kitchen to the front-of-house. Since 2013, the 21st of May has been National Waiters Day, 24 hours to celebrate all front-of-house staff and remind them of their immense value to the industry as we know it. As we usher new, "high-tech" solutions like mobile ordering and payment into our restaurants, we must ensure that waiting staff are never undervalued, to the point of being removed from the equation altogether.

As a diner, their interaction with their waiter is not just informative but enjoyable - people like to chat! Ultimately, a waiter can make or break a good meal, regardless of food quality.

Mobile technology doesn't have to threaten the front-of-house staff, in fact it can be used for their great benefit if built to recognise them as an integral and valuable part of the dining experience. Services like Zapper don't interfere with the waiter; by speeding up payment it frees up his/her time to turn tables quicker if required.

You can likely picture the look of horror on a waiter's face when a group of 12 decide to split the bill and each pay by card - mobile payments ensure that time is better spent providing excellent service and getting to know their customer.

Through our deeply insightful CRM platform, waiters are able to thank each of those 12 diners personally by name. Not only that, the CRM will enable the waiter of the future to understand what their diners enjoy most about dining in their venues - be it the greek salad or the rib-eye steak served medium rare.

Zapper not only benefits waiters, it rewards them too. In addition to our Waiter of the Month initiative that is being rolled out in a number of venues

nationwide, Zapper has proven that use of the service correlates with a rise in tipping amounts, as much as 6% already. The app calls out to the diner to reward good service, through the universal medium of emoticons - it simply gets happier the higher you tip!

Clearly the industry is shifting, and as much as we champion front-of-house staff, we rely on those same staff to encourage diners to try our service, to share in the benefits presented, and have fun with it. One day in May is not enough to celebrate fantastic individuals, instead we push for appreciation all-year round and perhaps an even bigger blowout on National Waiters Day.

ZAPPER WAITER OF THE MONTH WINNERS!



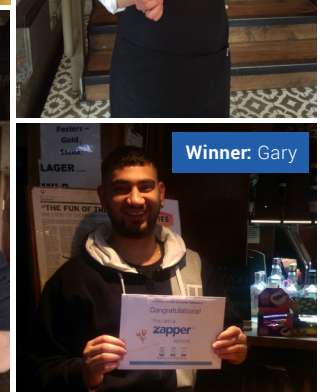
Winner: Tim



Winner: Pili



Winner: Andreas



Winner: Gary

Zapper is a mobile marketing and digital insight solution that helps grow your customer relationships and business.