Why **smartphones** are the key
to knowing who is dining in your restaurant

Gerry Hooper

*Gerry Hooper, Sales and Operations Director for **Zapper.com**, looks at how technology is helping to bridge the gap of understanding exactly who is eating in your restaurant*

Skilled Maitre d's know the names of their regular customers and exactly what they order, but even a skilled head-waiter would be unable to report all of this information in a way that would help your restaurant change strategically.

Yet imagine if you knew your customer's name, their spending habits and dining preferences? All learnt through a simple mobile payment, think of what you could do with all of that data.

Know where your opportunities lie

With over 56 thousand restaurants all fighting to attract diners, competition is tough. To stand out, it's important to have the personal touch and an integral part of that is knowing your customer.

Through the clever use of ePOS technology, customer data can be measured, collated and used to effectively improve service. With this insight you can contact regular customers with relevant offers. It's all about knowing where the opportunities lie.

The power in the portal

The power of mobile technology comes from what happens beyond payment. With traditional payments, a customer pays and exits without leaving anything behind to remember them by.

With solutions like Zapper, a customer scans a QR Code printed on the bill with their smartphone, pays and in the process provides valuable insights into themselves within the CRM.

Build customer loyalty

The insights provided by mobile payments solutions can be used to directly message users through an app. Clever profiling gives opportunities to reward VIPs, build repeat business and a community around your restaurant. Ultimately the result is customers that come back time and time again.

Reduce wait time

In busy venues, such as Notting Hill's Granger & Co, allowing customers to scan, pay and go, all with just a smartphone, can dramatically reduce wait times. As a result, waiters are free to spend more time building a relationship with diners.

What's more, empowering customers to pay when they want to not only gives them a sense of control over their meal but also adds a unique element of theatre to their dining experience.

Improve the diner experience

You only have to look around to see how much the smartphone is influencing our daily lives - most people are near permanently attached to theirs.

With over 150,000 downloads globally across 11 countries, Zapper is seeing more and more repeat usage. Customers are appreciating the time saving features, such as being able to quickly pay and the ability to split bills easily. If they want to take a friend or client for lunch in 45 minutes they can, and why shouldn't they be able to do that?
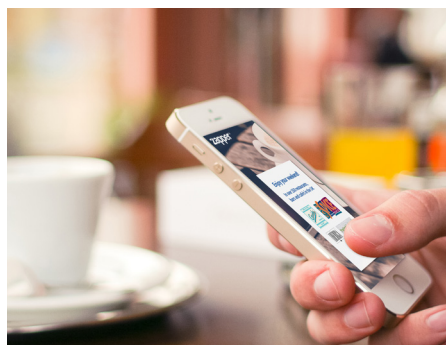
Zapper is a mobile payment and marketing solution company that helps grow your customer relationships and business.

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