

## BlazeLoop® Mobile Guest Engagement for Restaurants

BlazeLoop® Mobile Guest Engagement solution empowers restaurants to improve customer loyalty and repeat visits by capturing and acting on customer input at the point of engagement during their dining experience. Using a variety of mobile technologies – including mobile app, web, SMS and kiosk – BlazeLoop enables guests to create a “loop”, the process of capturing and directing real-time guest input to front-line staff for action and closure. Instant text and email notifications alert staff of customer needs and concerns, enabling staff to close the loop. Real-time action enhances the customer experience resulting in repeat visits and positive public reviews via word-of-mouth and social media.

### Easy-to-Use, Easy-to-Launch

- » No customer app download
- » No onsite software installation required
- » Easy set up; no IT resources required

### Restaurant Benefits

- » **Improve Guest Experience**  
Real-time actionable insight enhances the customer experience resulting in repeat visits
- » **Recover At-Risk Customers**  
On-the-spot customer engagement enables staff to immediately act on the influence levers that impact satisfaction
- » **Preempt Negative Reviews**  
Privately resolve issues before customers have a chance to leave dissatisfied or socialize their experiences publicly via word-of-mouth and social media

### Real-Time Analytics

BlazeLoop delivers powerful analytics by turning on-the-spot customer input into actionable insight. Real-time reports measure threats to satisfaction, time-to-close, positive/negative comments on quality of service, food and facilities.

### What Customers are Saying

#### Rabah Corbane, Franchisee, Domino's

“Capturing instant customer input helps us to improve our business operations in a timely manner which has resulted in better guest relations and repeat visits.”

#### Tony Saikali, Franchisee, Quiznos

“Real-time customer input allows me to fix problems as they happen and improve customer satisfaction by ensuring a better experience for the next customer through our door.”

