Offering Map

Channels

Marketing

- TV Television
- SM Social Media
- P Print
- PP In Person
- T Telephone
- C Messaging / Chat Platforms
- W Website
- E Email
- O Other Sites

Observations Suite Apps

- D Desktop App
- M Mobile App
- T Tablet App
- W Web App

Observations Suite Apps

- W Restaurant Website
- A Restaurant App

Managing

Working

Professional Offerings

Discovery

TV SM **Commercials** provide an introduction to the product.

SM O **Targeted advertising** shows potential customers a glimpse of our product.

T Through **sales calls** we proactively reach out to potential customers.

P **Print ads** in industry magazines provide an introduction to new customers.

PP **Convention booths** spread awareness to those in the industry.

Consideration

SM W **Video walk-throughs** show new and existing users how the product works.

P W An **information packet** provides information to users who want information.

PP D M T W **In-person demos** show users how it's done by an expert.

D M T **Downloadable demos** allow the user to explore the product on their own.

SM W O Easy-to-parse **feature descriptions** set expectations at a high level.

Installation + Setup

PP D M T W **On-site consultation and setup** ensure that Observations Suite is perfectly configured.

P W D M T W The **setup guide** walks users through setup and customization.

D M T W **Employee permissions** ensure everyone has the right level of access.

Customization

D M T W **Recipe customization** captures items for the menu and inventory management.

D M T W A **white-label site** provides restaurants with an integrated off-the-shelf solution.

D M T W A **white-label app** provides restaurants an app for their customers.

D M T W A **customization guide** ensures that the user has created a fully branded experience.

Booking + Orders

D M T W **Booking analytics** show who's booking when, busy times, and more.

D M T W **Order analytics** provide insights into who orders and when.

D M T The **reservations interface** puts servers in control of table management.

D M T The **incoming orders** interface shows what's been ordered when.

Fulfillment

D M T W **Inventory analytics** show the patterns in inventory stock and ordering.

D M T W **Inventory ordering** enables restocking from preferred vendors.

D M T W **Inventory status** shows an overview of current and predicted stock.

D M T The **seating-management interface** enables users to manage table availability.

D M T The **order-fulfillment interface** provides an interface for managing incoming orders.

Payments

D M T W **Store-performance** analytics visualize a store's revenue over time.

D M T The **point-of-sale system** allows restaurants to process payments.

Marketing

D M T W The **campaign-creation tool** enables restaurants to create promotions.

D M T W **Campaign analytics** show restaurants how their campaigns are performing.

D M T W **Online-acquisition tracking** shows how online advertising is performing.

D M T The **campaign-fulfillment interface** integrates campaigns with the PoS.

Customer Engagement

D M T W The **CRM database** enables restaurants to track their customers.

D M T W **Customer analytics** show customers' engagement over time.

D M T W **Customer-feedback analytics** show what customers are saying about the restaurant.

D M T **Loyalty-program fulfillment** keeps staff apprised of customers' loyalty status.

Store Management

D M T W **Aggregated analytics** provide a visual overview in a single place.

D M T W **Movement analytics** show how customers and employees are using the space.

D M T W **Insights** provide actionable recommendations to improve performance.

Employee Management

D M T W **Employee-scheduling interface** enables managers to schedule workers' time.

D M T W **Individual-growth interface** helps managers manage the growth of employees.

D M T W **Employee analytics** show managers their employees' performance over time.

D M T W **Professional-growth tools** help employees track their goals and progress.

D M T W A **mentorship program** connects employees with mentors to help them grow.

Customer Support

SM P C E D M T W **24-hour professional support** helps Observations Suite users around the clock.

P W **FAQs** help new and existing users find the answers they need.

Ongoing Engagement

E **Newsletters** keep users apprised of industry news and announcements.

E D M T W **Periodical progress** reports celebrate success and highlight opportunities.

PP **Speakers** at industry events show how to improve performance with Observations Suite.

D M T W **Feature updates** show users when new functionality has been added to Observations Suite.

W O An **industry blog** establishes credibility and shares insights with followers.

Consumer Offerings

Installation + Setup

O The **app store preview** tells the user all they need to know before downloading.

Booking + Orders

W A The **reservations interface** allows users to book tables before they visit the restaurant.

W A The **ordering interface** connects users to their favorite restaurants to place orders.

Payments

P E W A The **receipt** provides the user with a record of the transaction.

Marketing

E W A **Marketing communications** inform users of new campaigns and offers.

Customer Engagement

W A **Feedback forms** allow users to provide feedback on food and service.

E W A **Loyalty programs** reward users for their patronage.

Customer Support

SM P C E W A **24-hour customer support** helps customers of restaurants around the clock.