








The mobile wallet in the catering industry

Use Cases and examples



Discover the wallet mechanisms used by our catering customers

5 mechanics to discover:

-  The loyalty card
-  Booking confirmation
-  Relationship card
-  Discount vouchers
-  Click & collect receipt



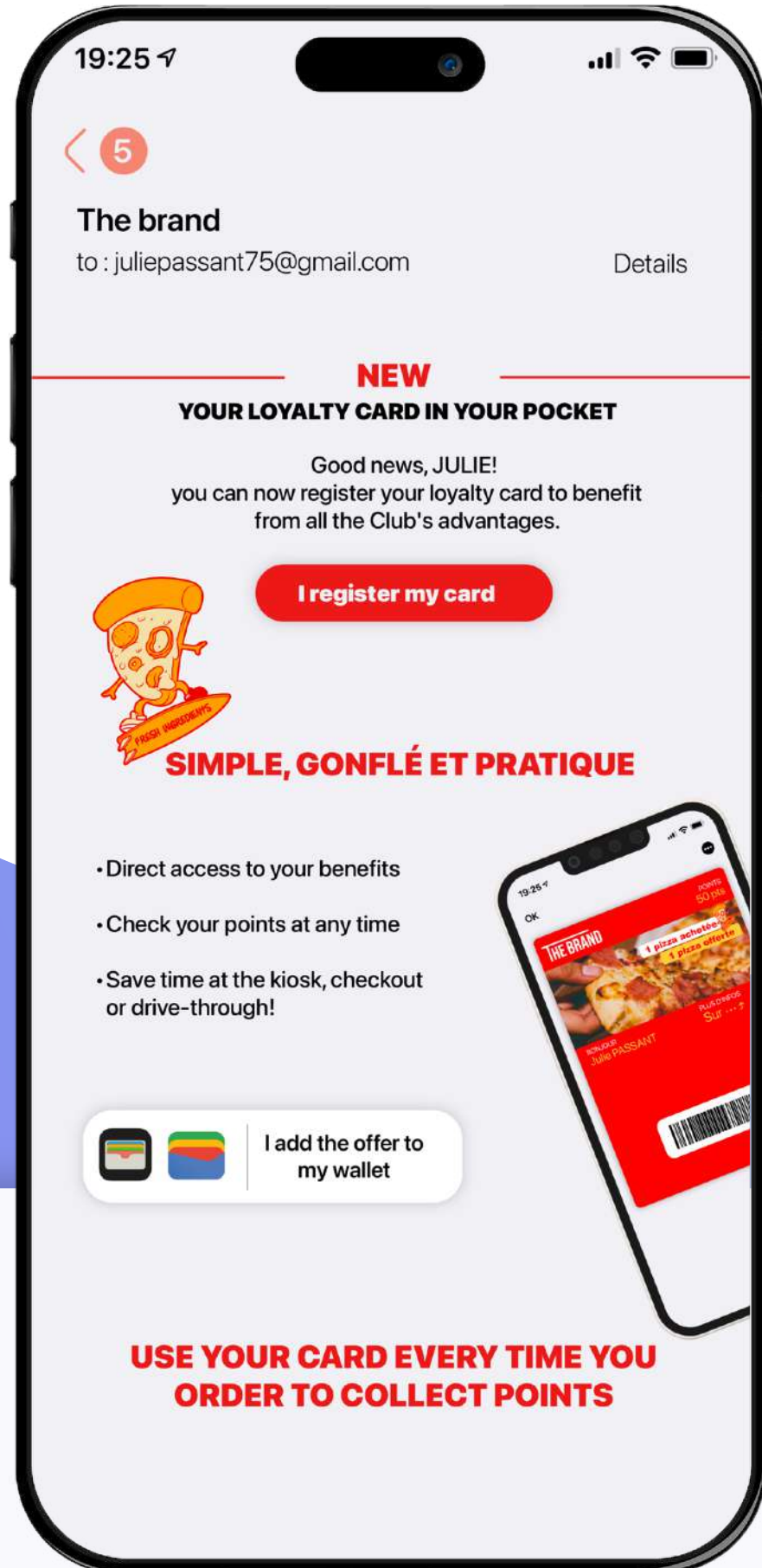
AU BUREAU

**POMME
DE
PAIN**



**BUFFALO
GRILL**

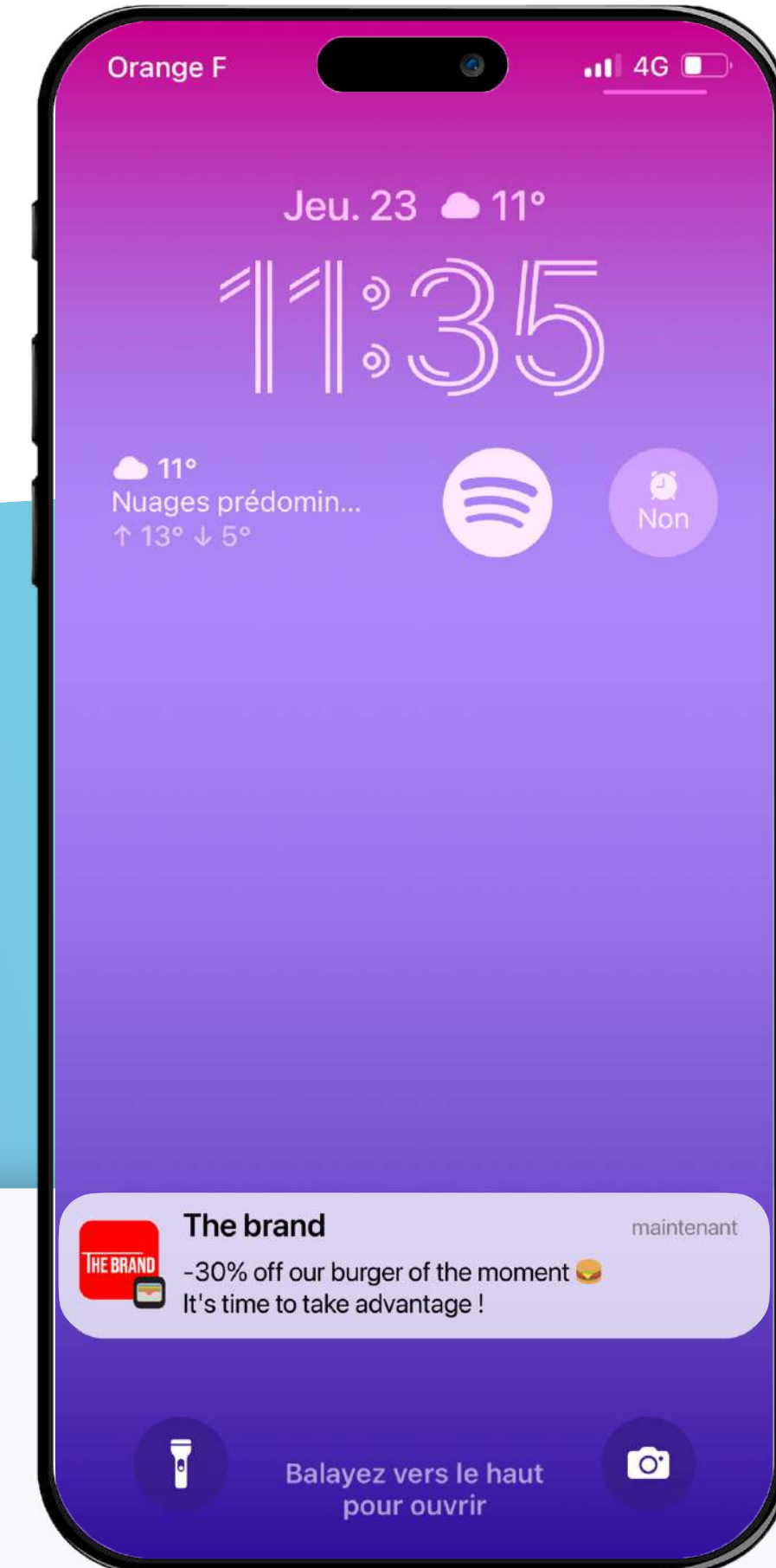
The 3 wallet stages



The person collects their wallet card from any point of contact



The card is in your mobile wallet



People are notified as soon as there is a current offer or news item, or when they pass next to a restaurant.

How can you offer your customers a wallet card?

Whether it's a loyalty card, a booking confirmation, a membership card or a discount voucher, there are many ways of recruiting your customers on the mobile wallet.

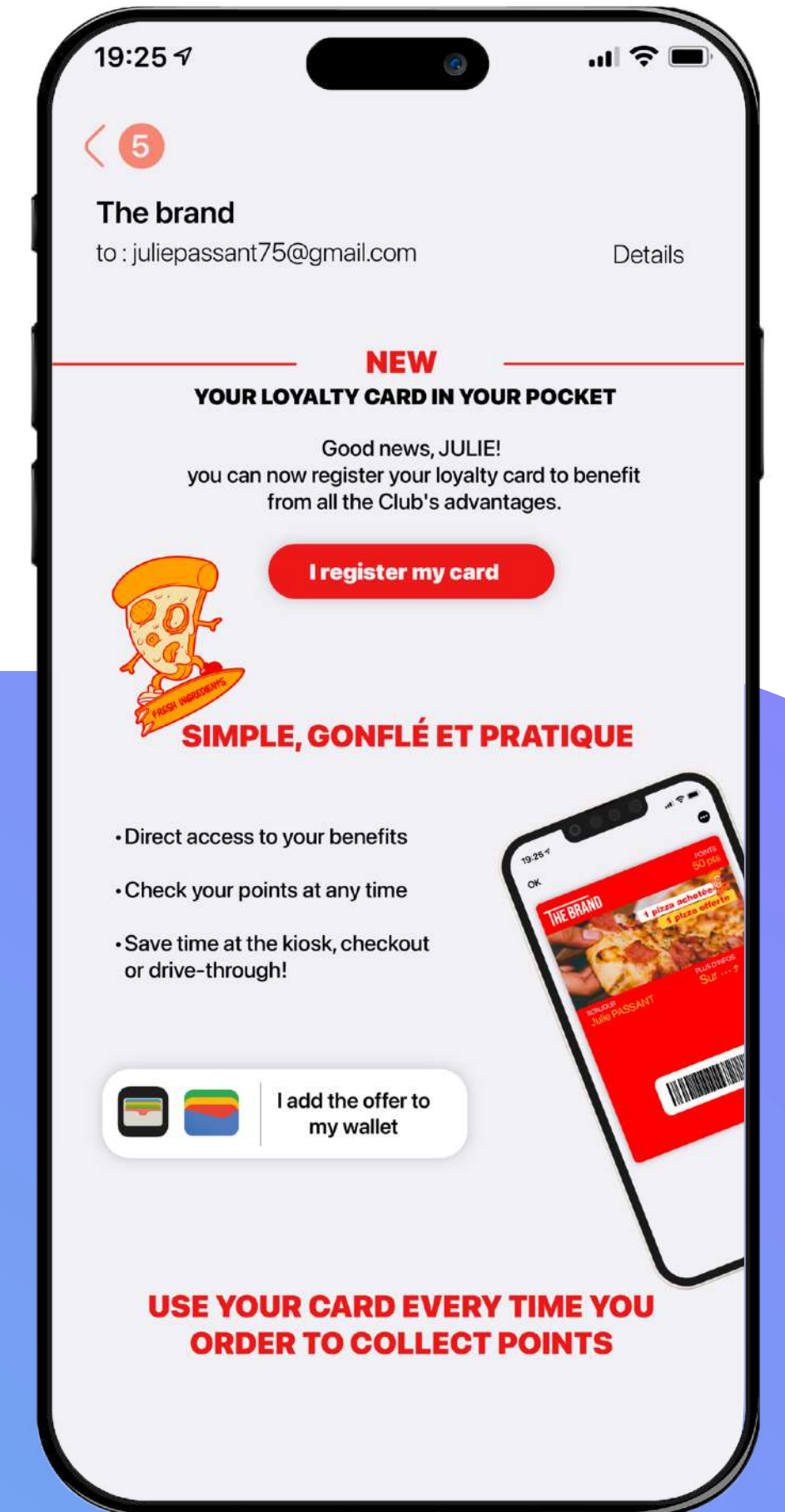
Few examples :



Place mat



Receipt



Email

Loyalty card on the mobile wallet

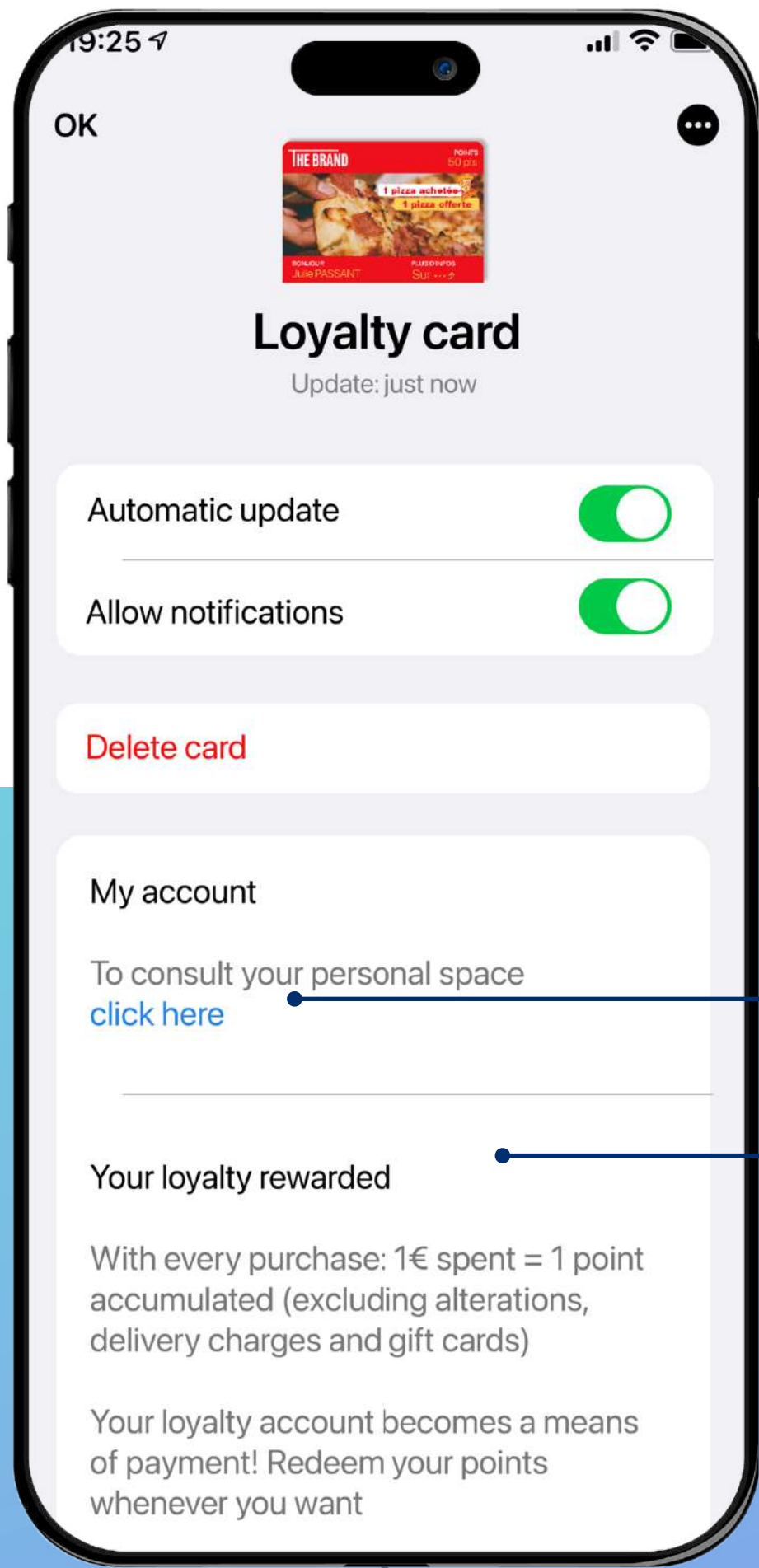


Loyalty card on the mobile wallet

Open up a new direct channel that is both practical and strategic



Front



Back

Member's full name

Custom banner

Custom variables

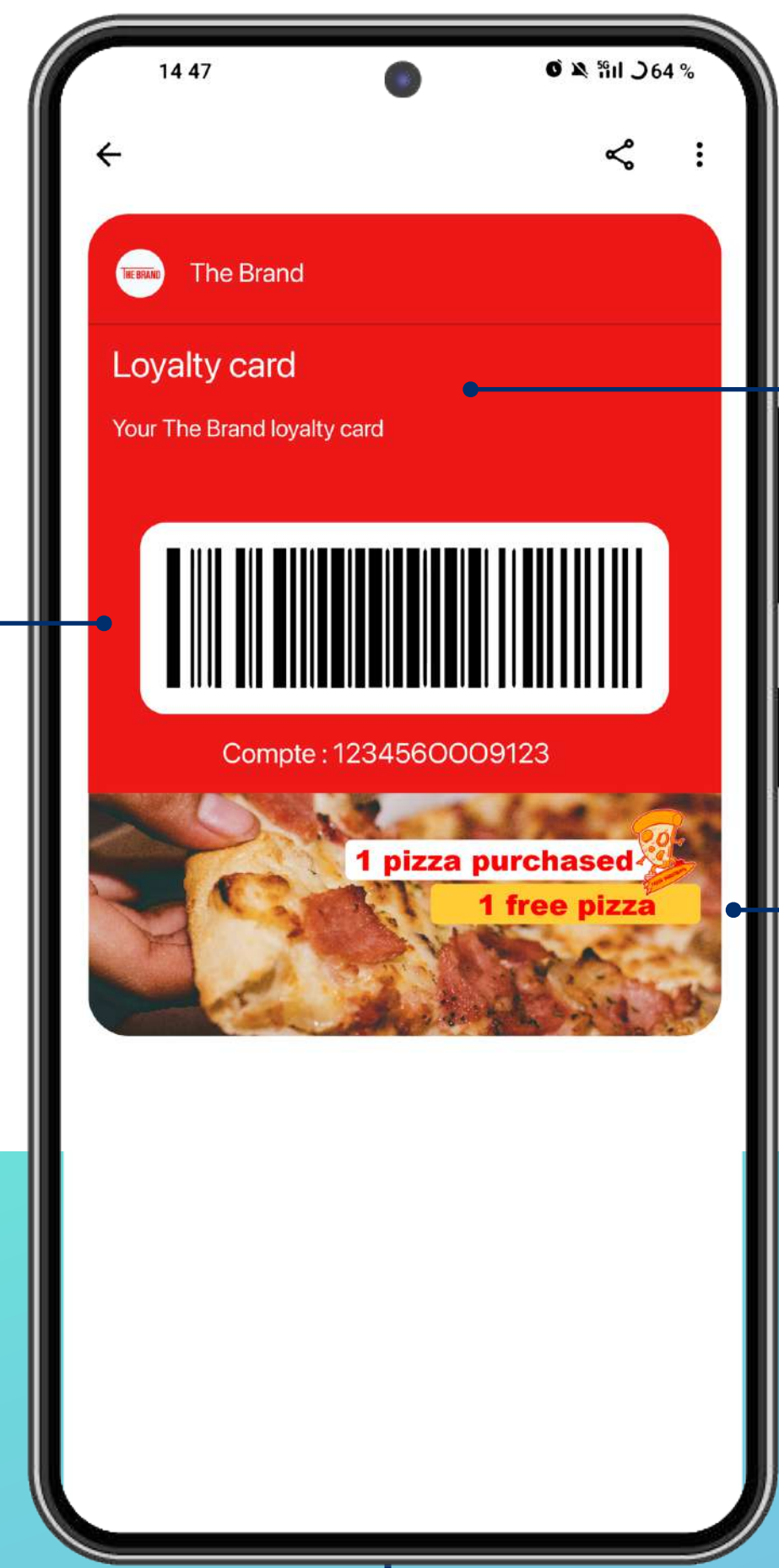
Bar code to identify customers at the point of sale

Various links

Additional information

Loyalty card on the mobile wallet

Open up a new direct channel that is practical and strategic

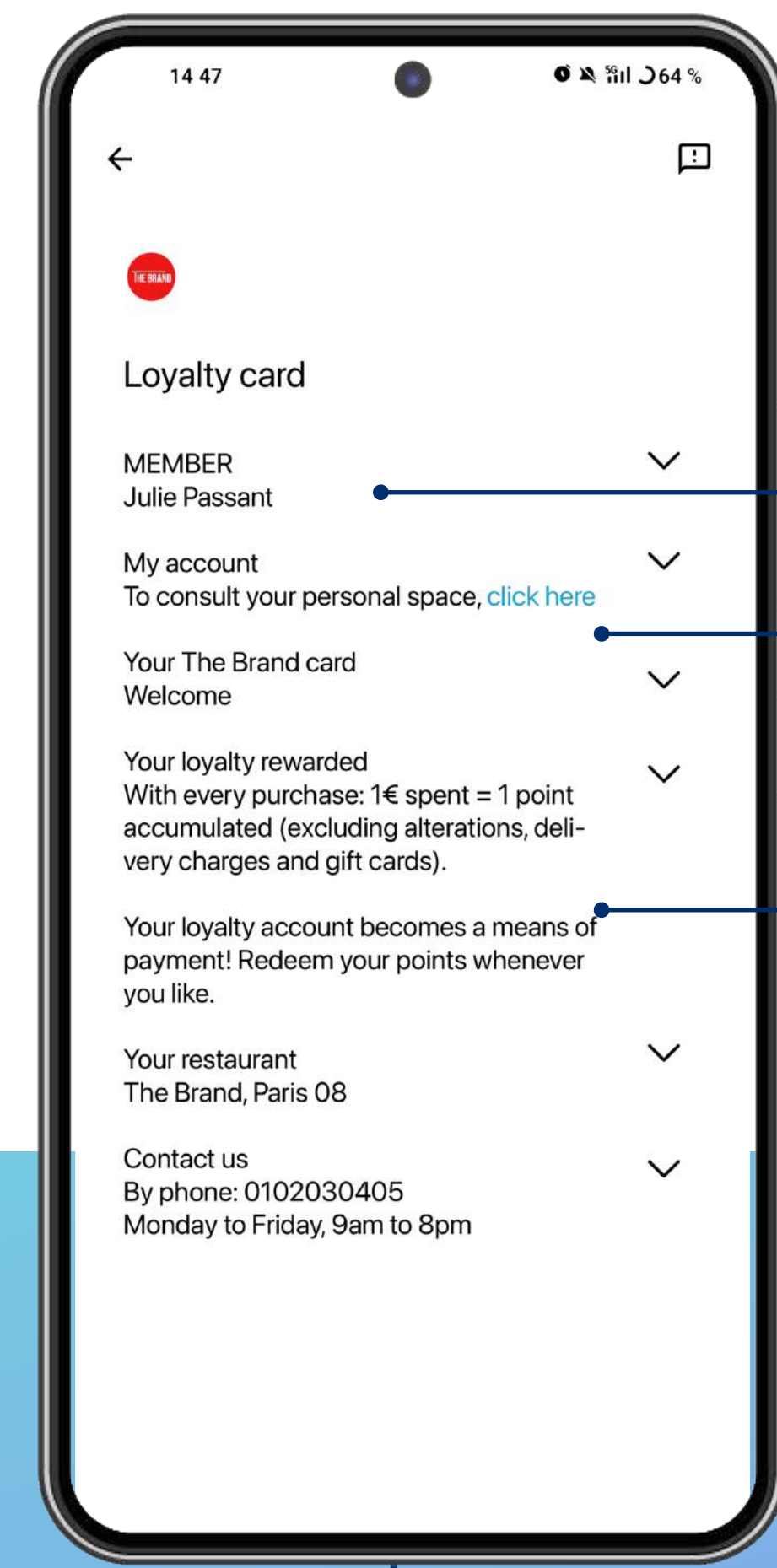


Front

Custom variables

Bar code to identify customers at the point of sale

Custom banner



Back

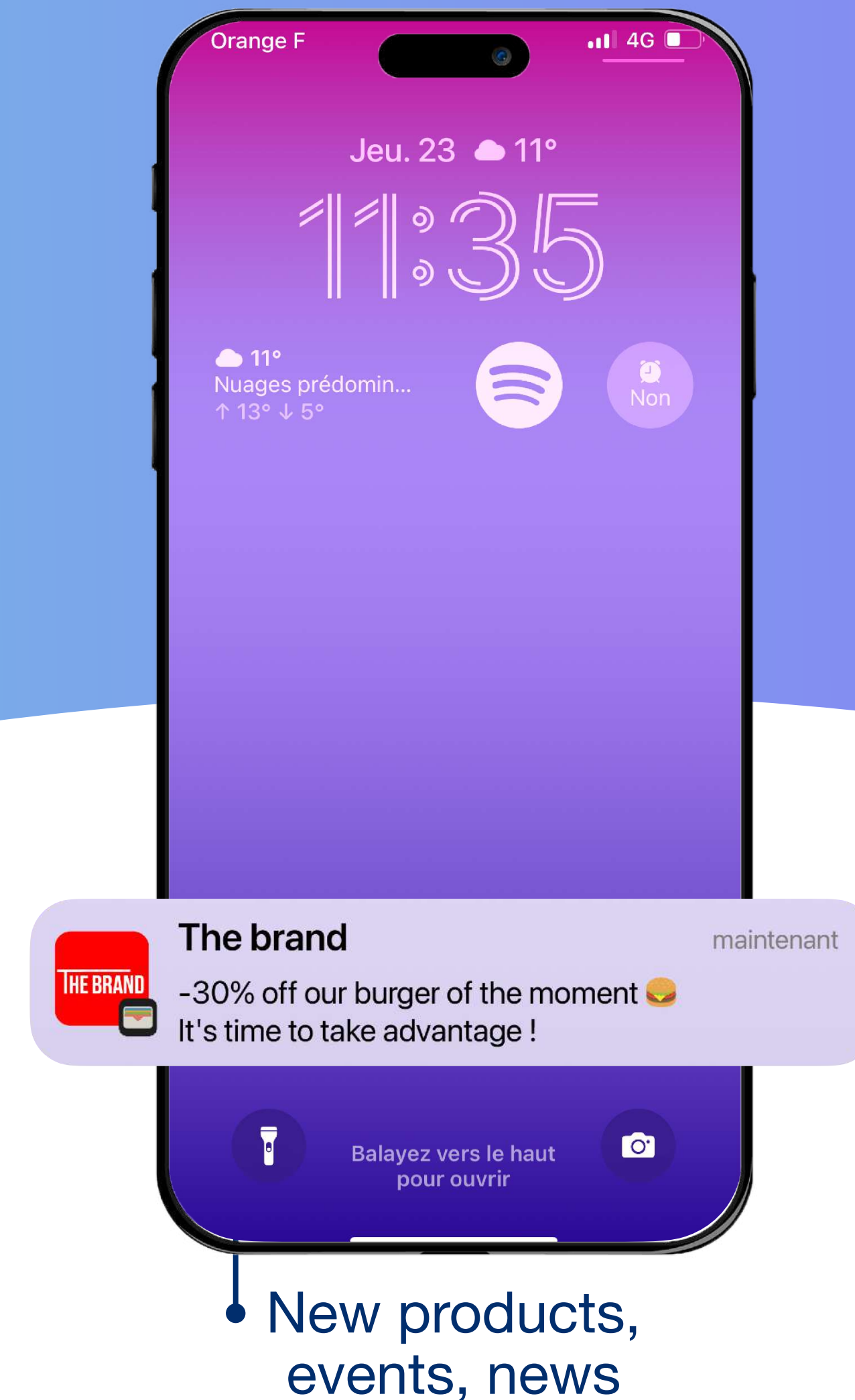
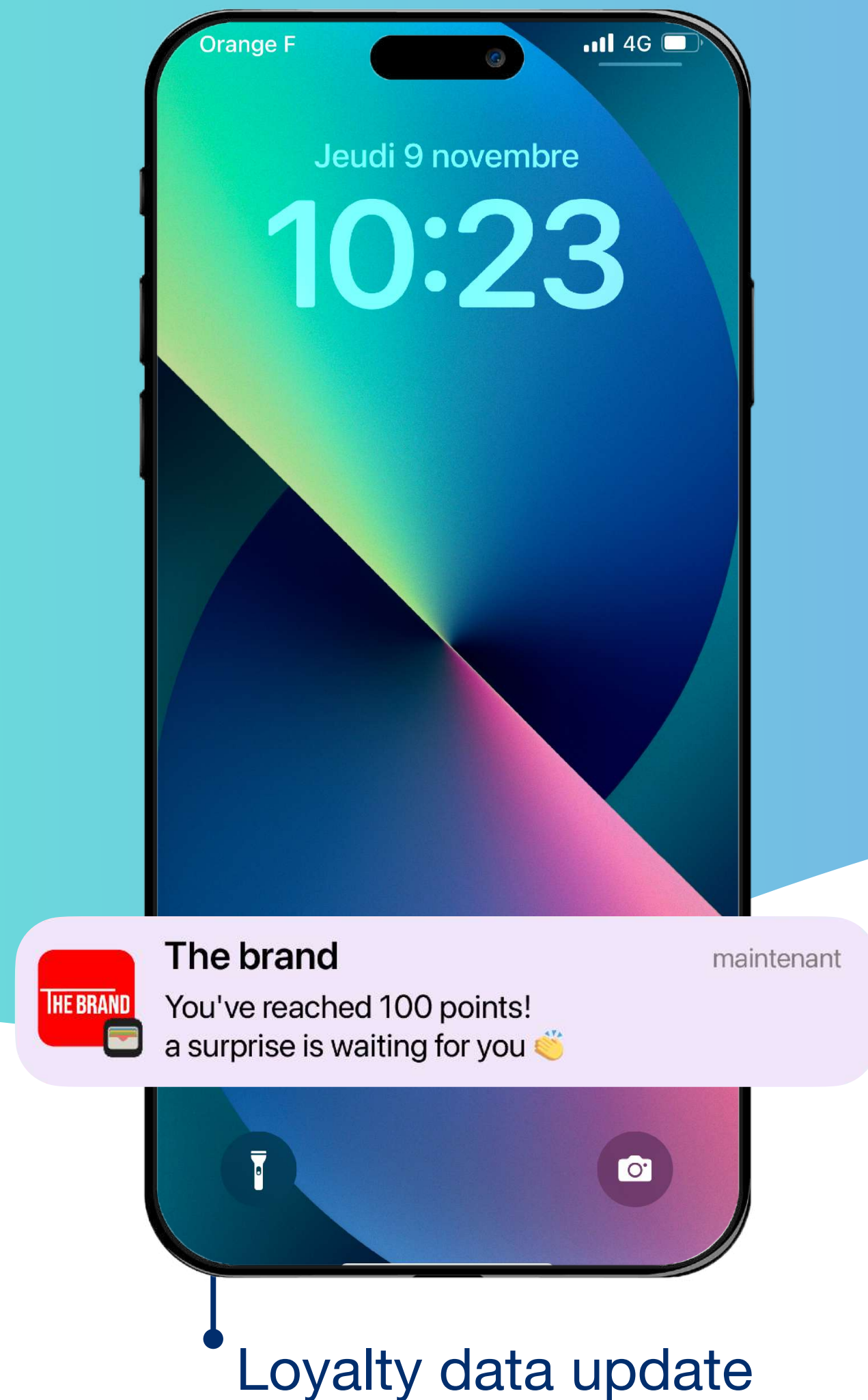
Member's first and last name

Various links

Additional information

Loyalty card on the mobile wallet

Maximise customer engagement with push notifications



Why offer a loyalty card on the mobile wallet?



For your customers



Convenient: customers can find their card in 2 clicks on their mobile phone



No application to download, the wallet is a native application



Fewer physical cards, everything is digitised and centralised



Access loyalty data in 2 clicks



Receive store information easily, directly on their mobile phone

Why offer a loyalty card on the mobile wallet?

For your sign



Effectively relay your loyalty offers, news and events using push notifications



Increase turnover/customer



Deliver a seamless omnichannel experience



Work on customer reactivation



Stay close to your customers



Meet your customers' new expectations regarding the use of loyalty programs



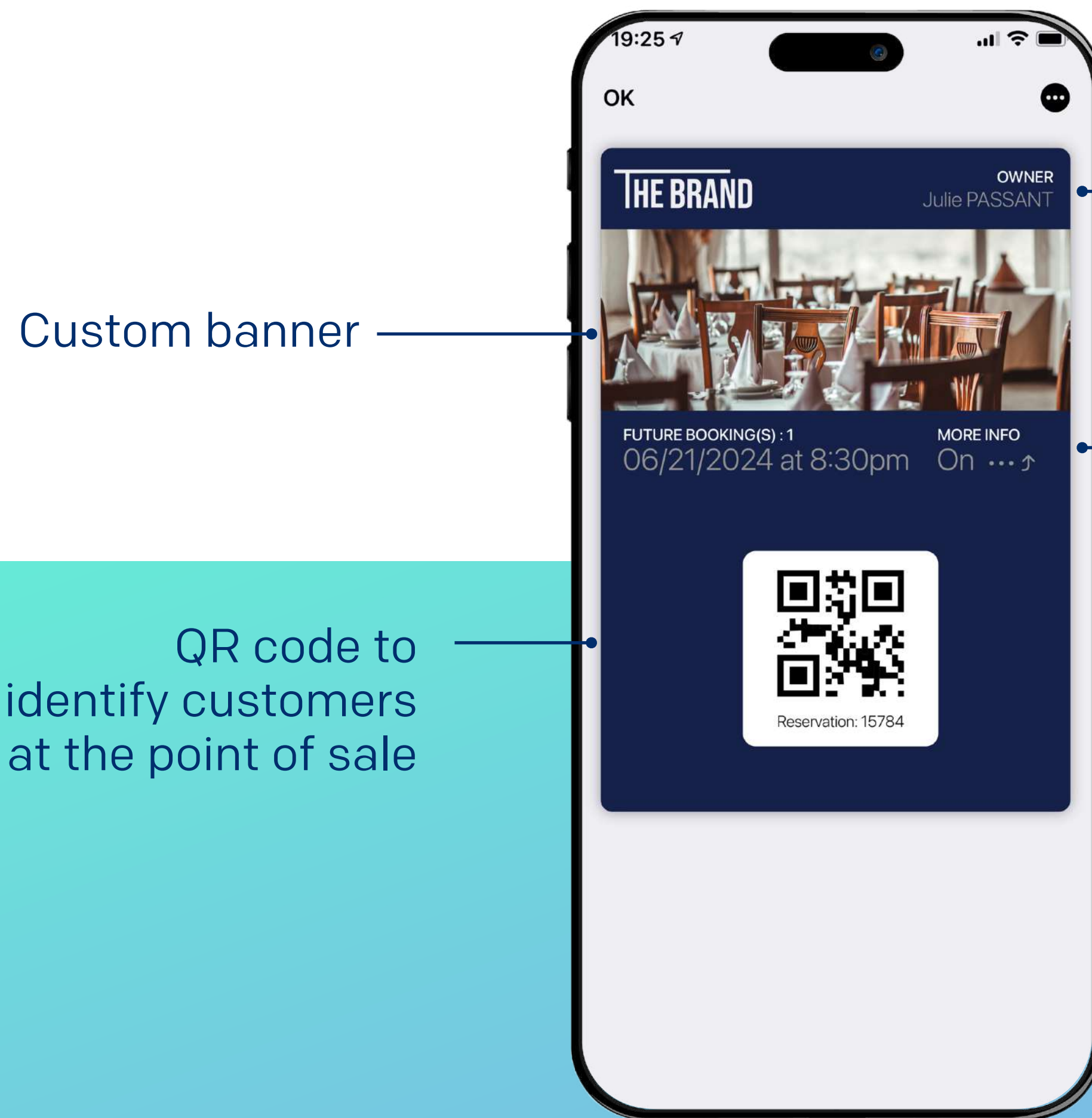


Booking confirmation

On the mobile wallet

Booking confirmation on the mobile wallet

A full summary of the booking, available in 2 clicks



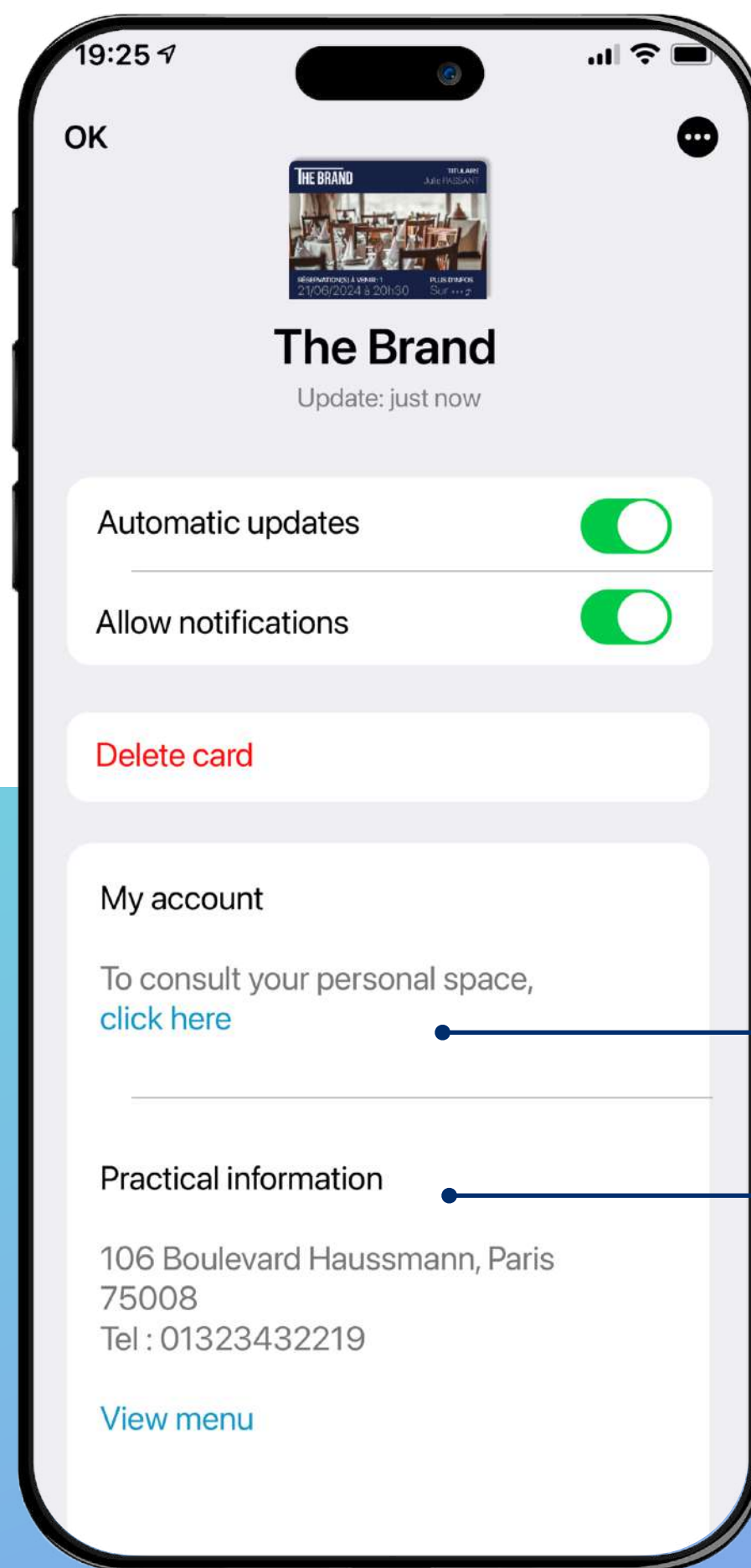
Front

Member's first and last name

Custom banner

Custom variables

QR code to identify customers at the point of sale



Back

Various links

Additional information

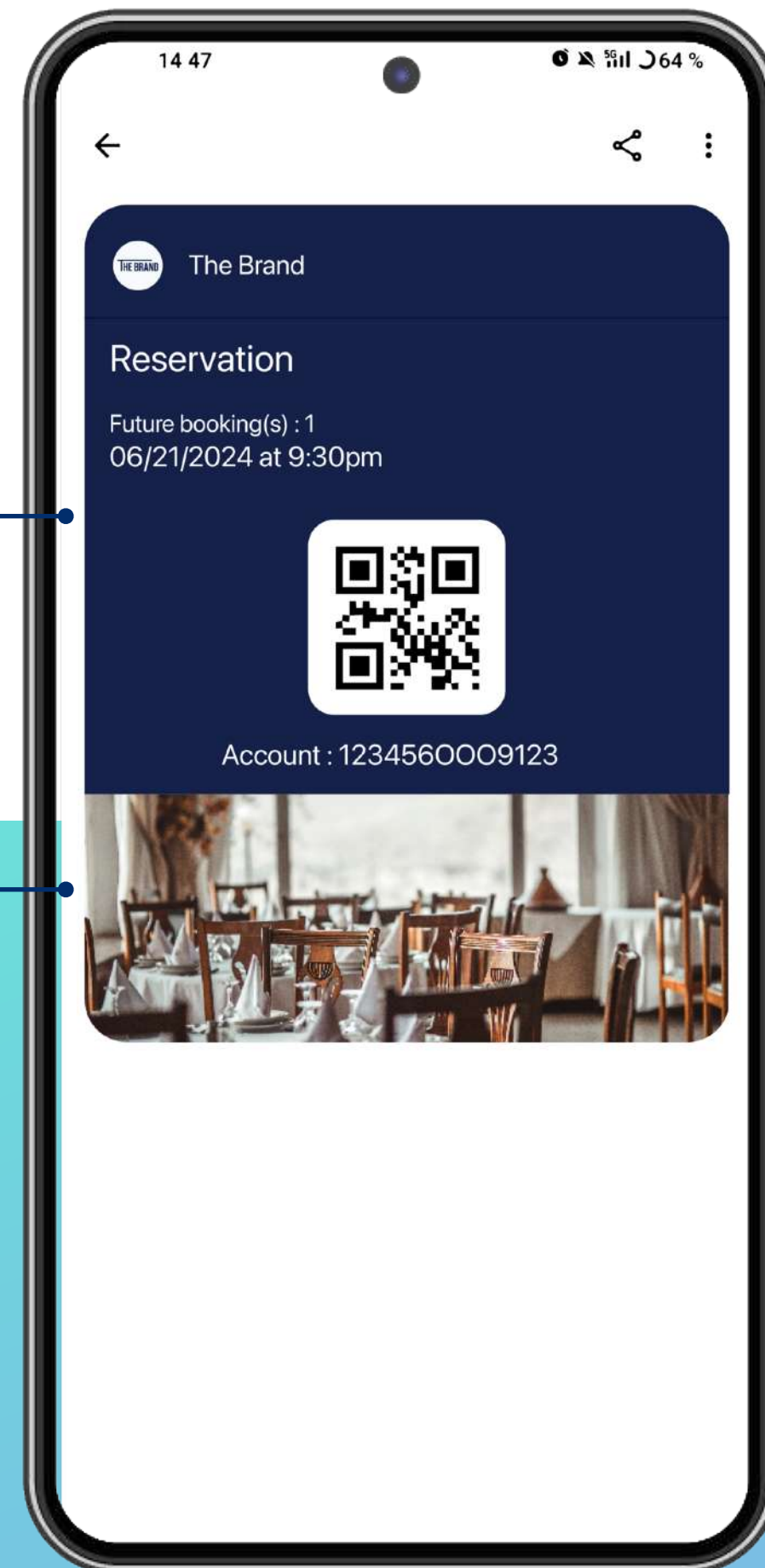
Booking confirmation on the mobile wallet

A full summary of the booking, available in 2 clicks



Custom variables:
date and time of
booking

Custom
banner



Front

Reservation

MEMBER
Julie Passant

My account
To consult your personal space, [click here](#)

Your The Brand card
Welcome

Practical information
106 Boulevard Haussman, Paris 75008

By phone: 0102030405
Monday to Friday, 9am to 11pm

[View menu](#)

Customer first
and last name

Various links

Additional
information

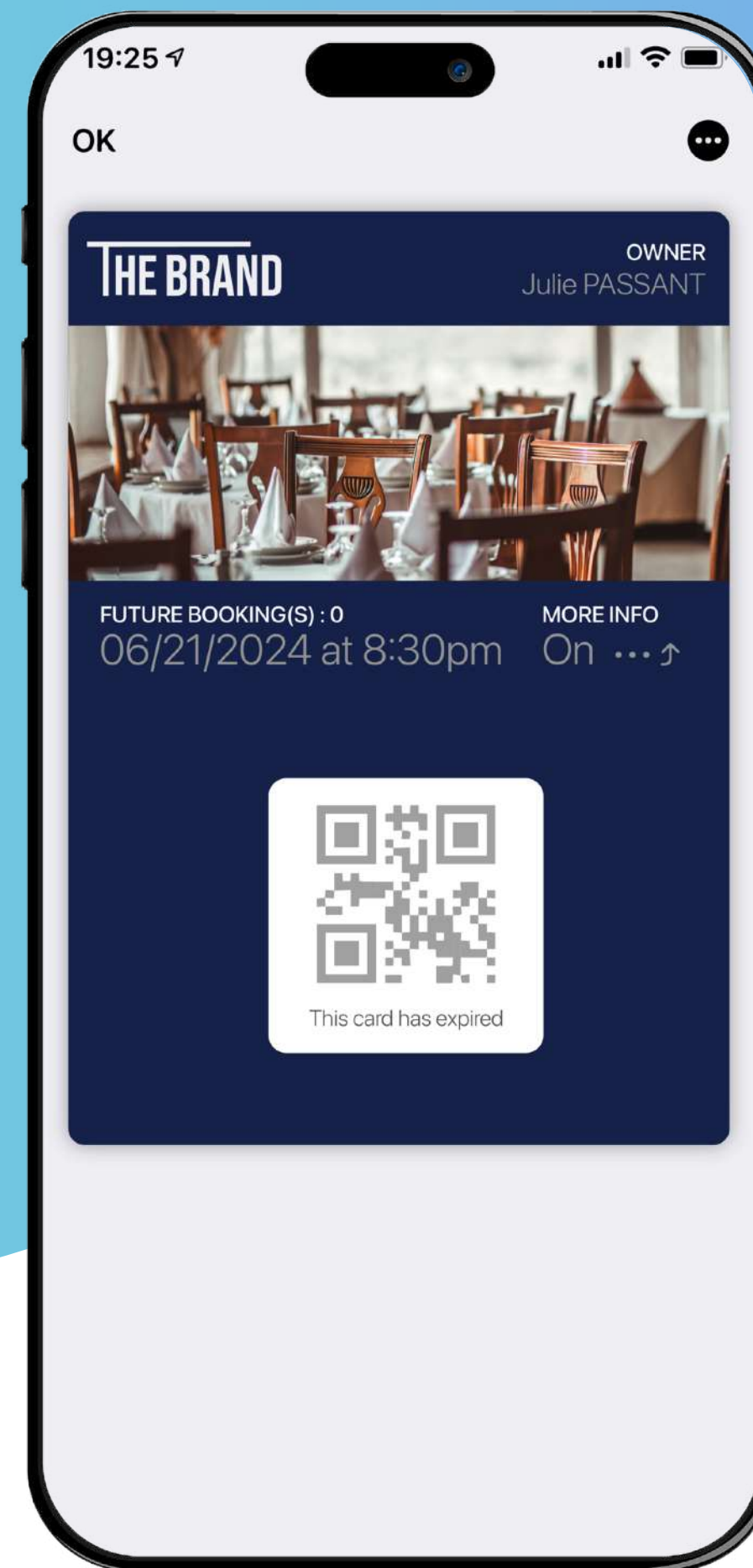
Back

Booking confirmation on the mobile wallet

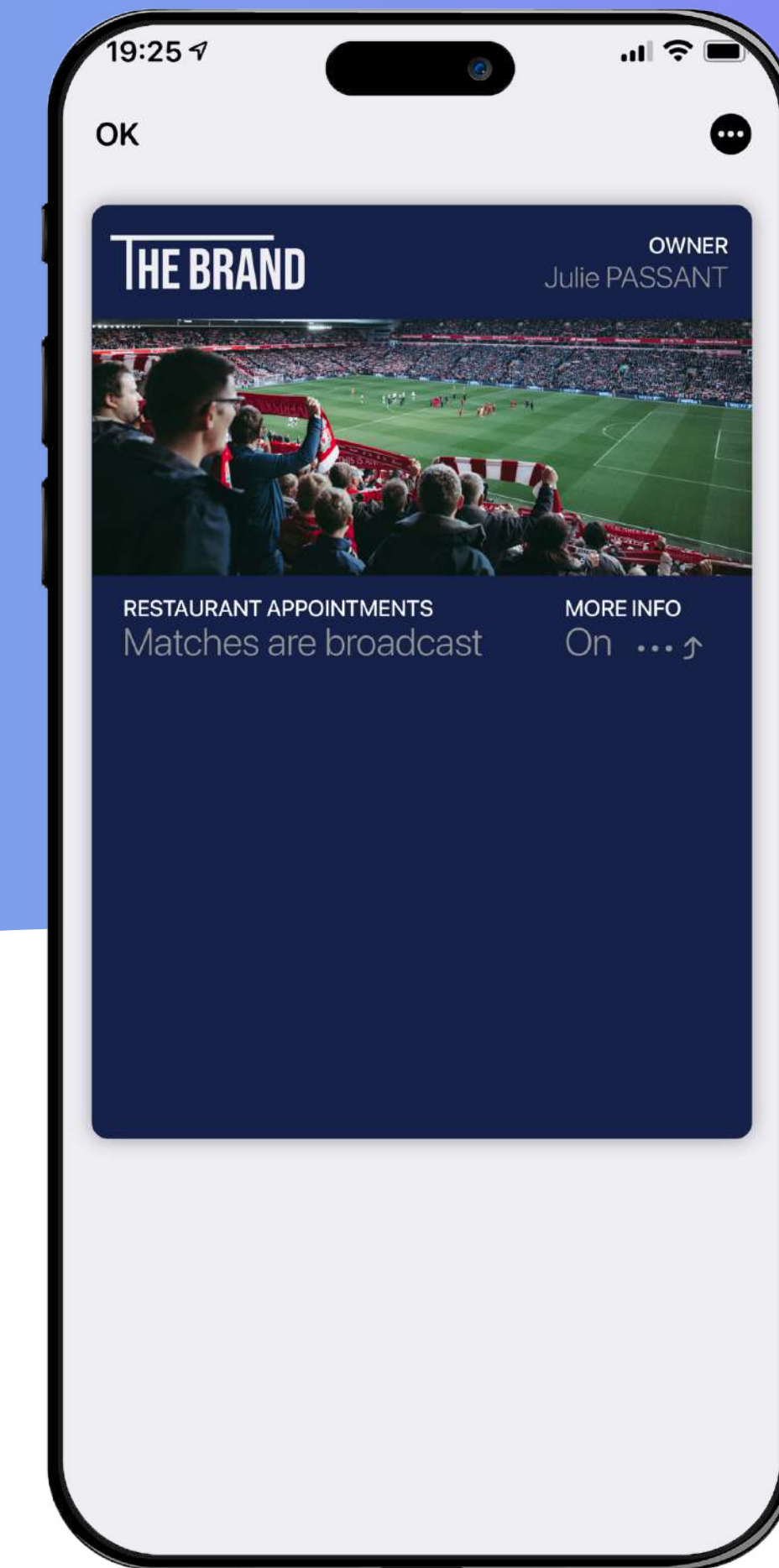
Booking confirmation becomes a genuine relationship channel: boost customer reactivation

Once the booking has been made, the booking confirmation becomes a 'relationship' card.

This card will enable the brand to continue sending push notifications of its offers and news.



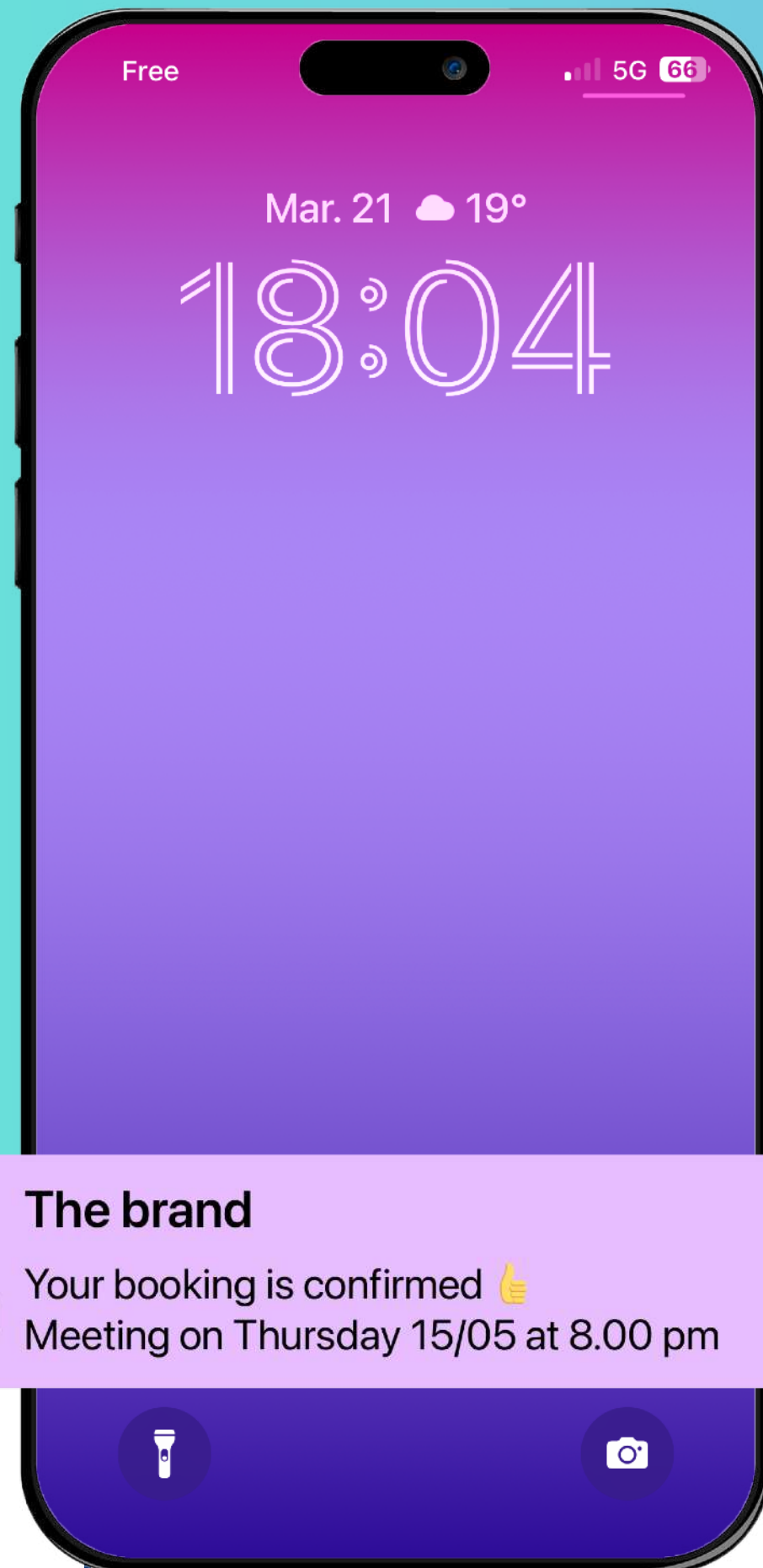
Booking expired



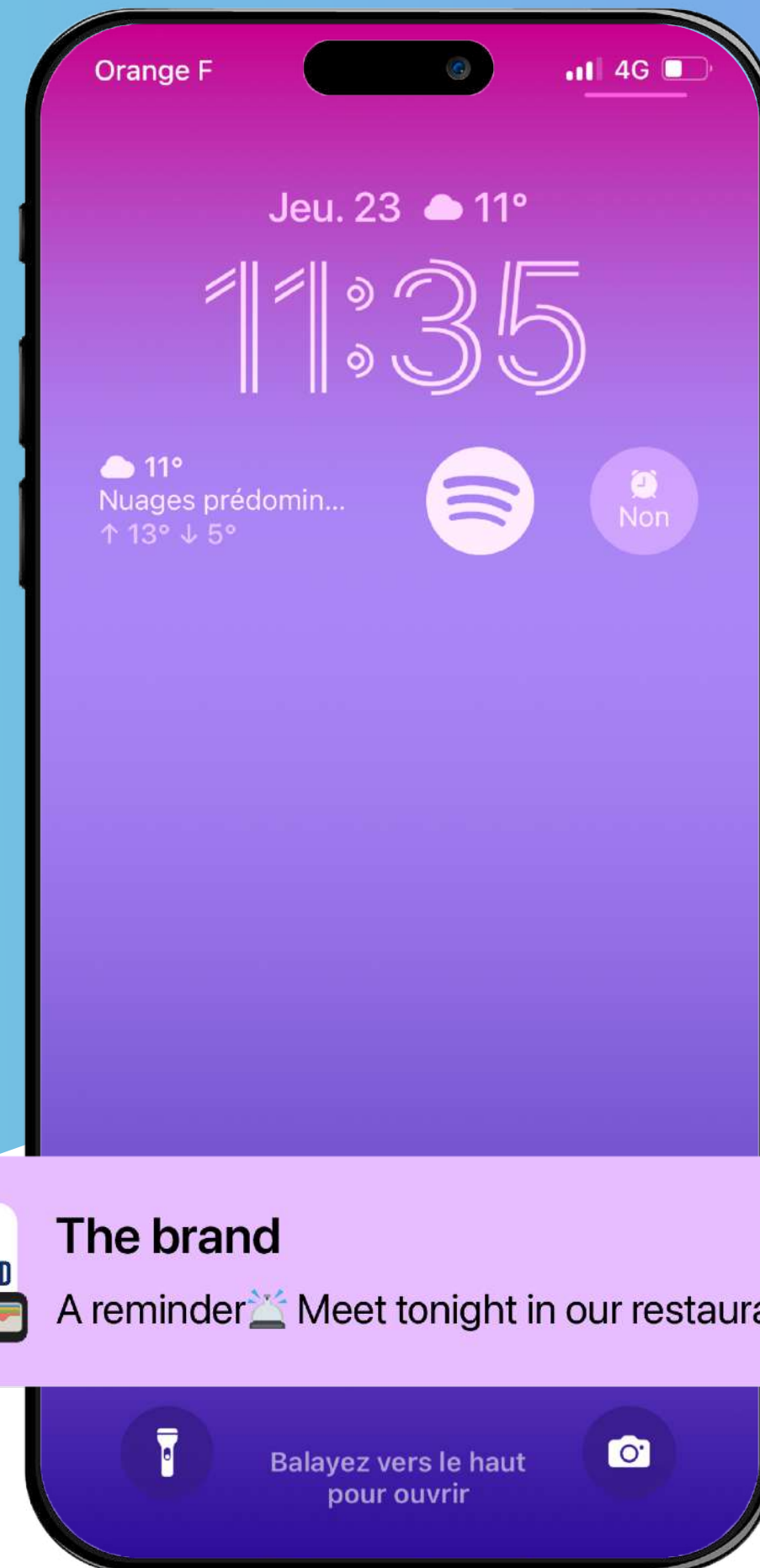
New offer

Booking confirmation on the mobile wallet

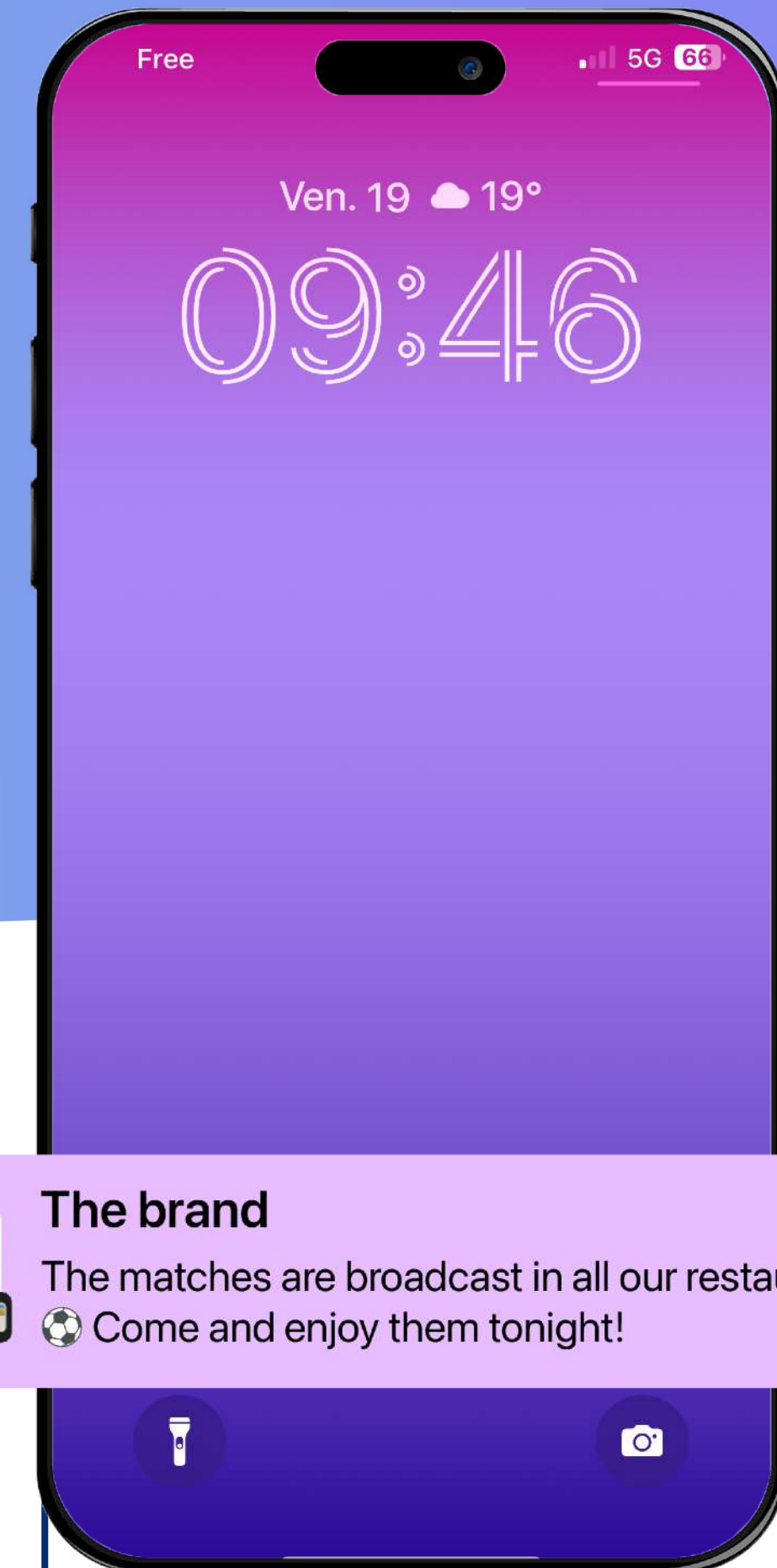
Engage your customers over the long term and transform it into a genuine relationship channel



Booking confirmation



Reminder/Change of booking



Once the reservation has expired: new offer, event, news, etc.

Why offer booking confirmation on the mobile wallet?



For your customers



Customers can retrieve their confirmation in 2 clicks on their mobile phone



No application to download, the wallet is a native application



Receive notification of reminders and/or changes to their booking

Why offer booking confirmation on the mobile wallet?

For your sign



Deliver a seamless omnichannel experience



Work on customer reactivation



Stay close to your customers



Effectively relay your offers, events and news by push notification, even after the reservation has been made



The relationship card the mobile wallet



The relationship card on the mobile wallet

Strengthen your customer relationship

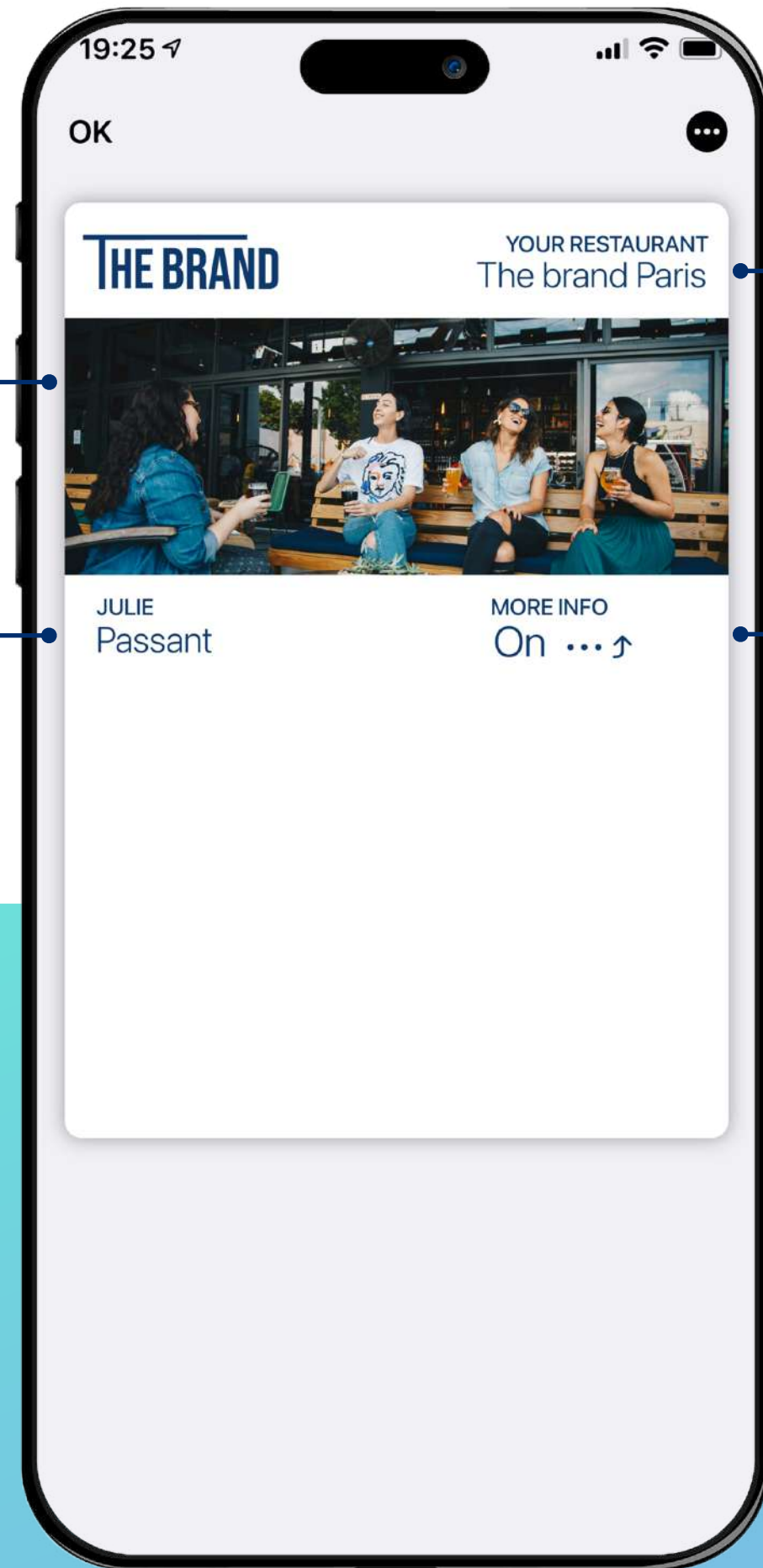


Custom banner

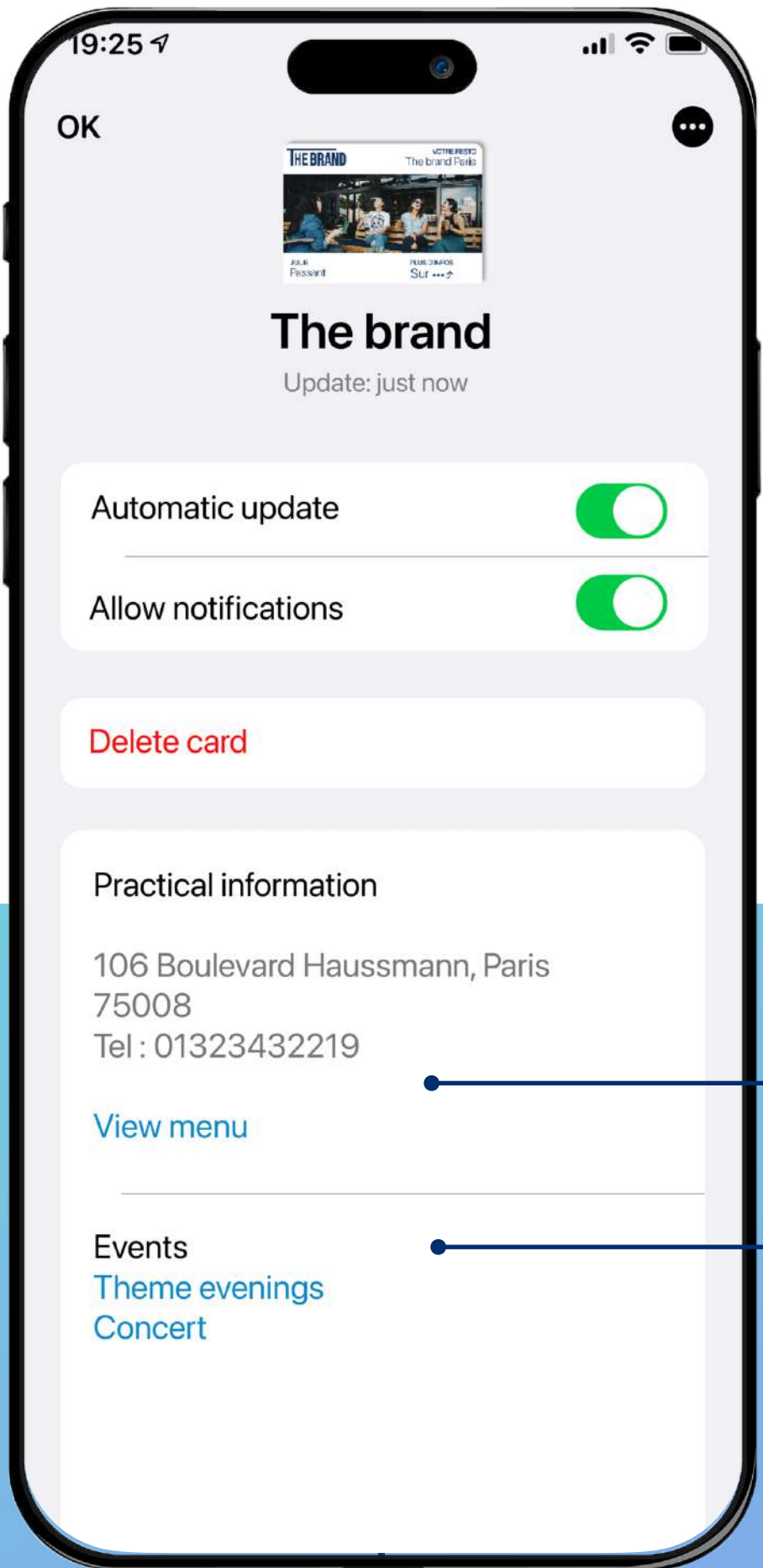
Custom variable : first name and last name

Name of the restaurant

Custom variable



Front



Back

Various links

Additional information

The relationship card on the mobile wallet

Strengthen your customer relationship



Custom variable

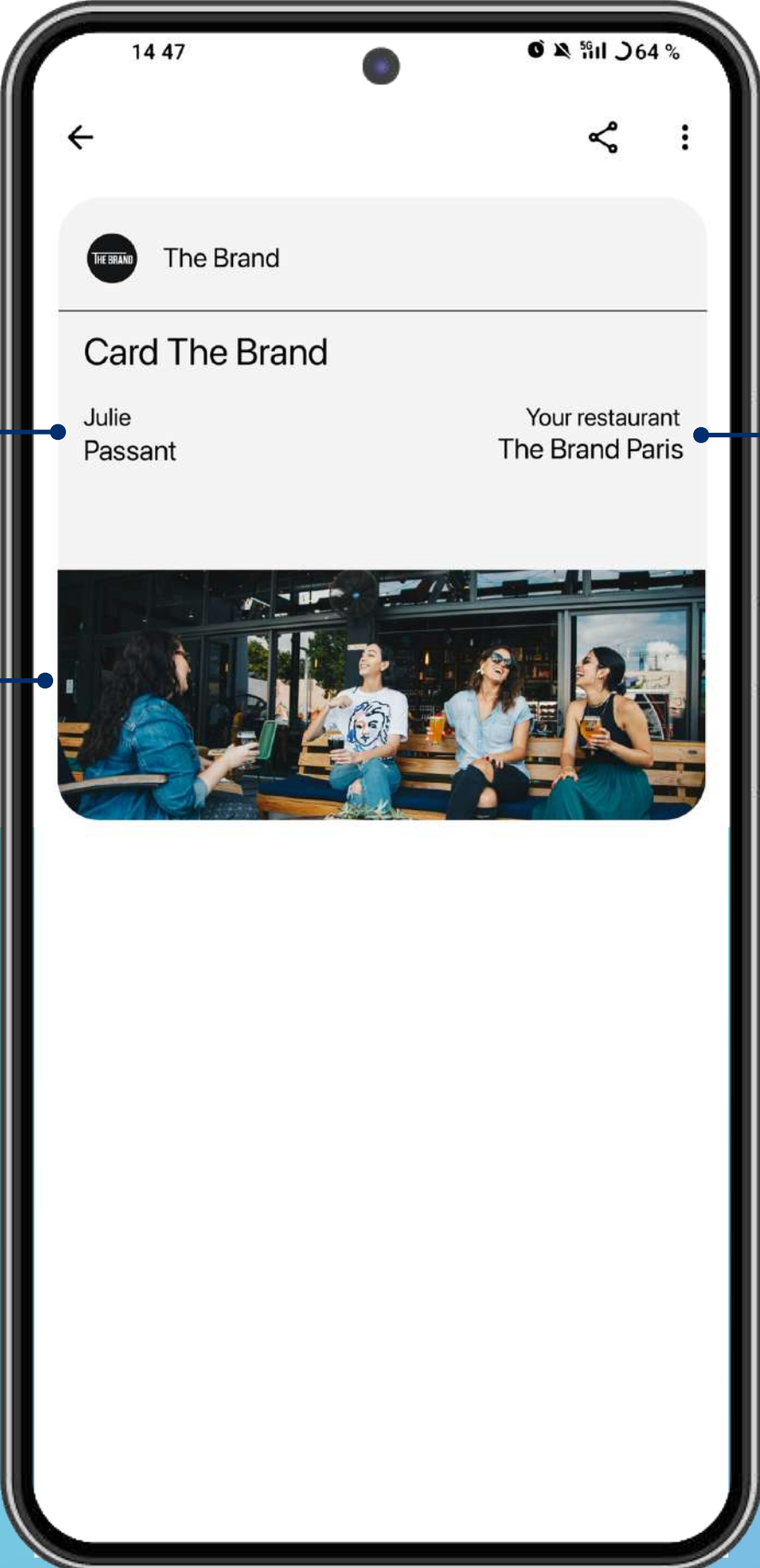
Custom banner

Name of the restaurant

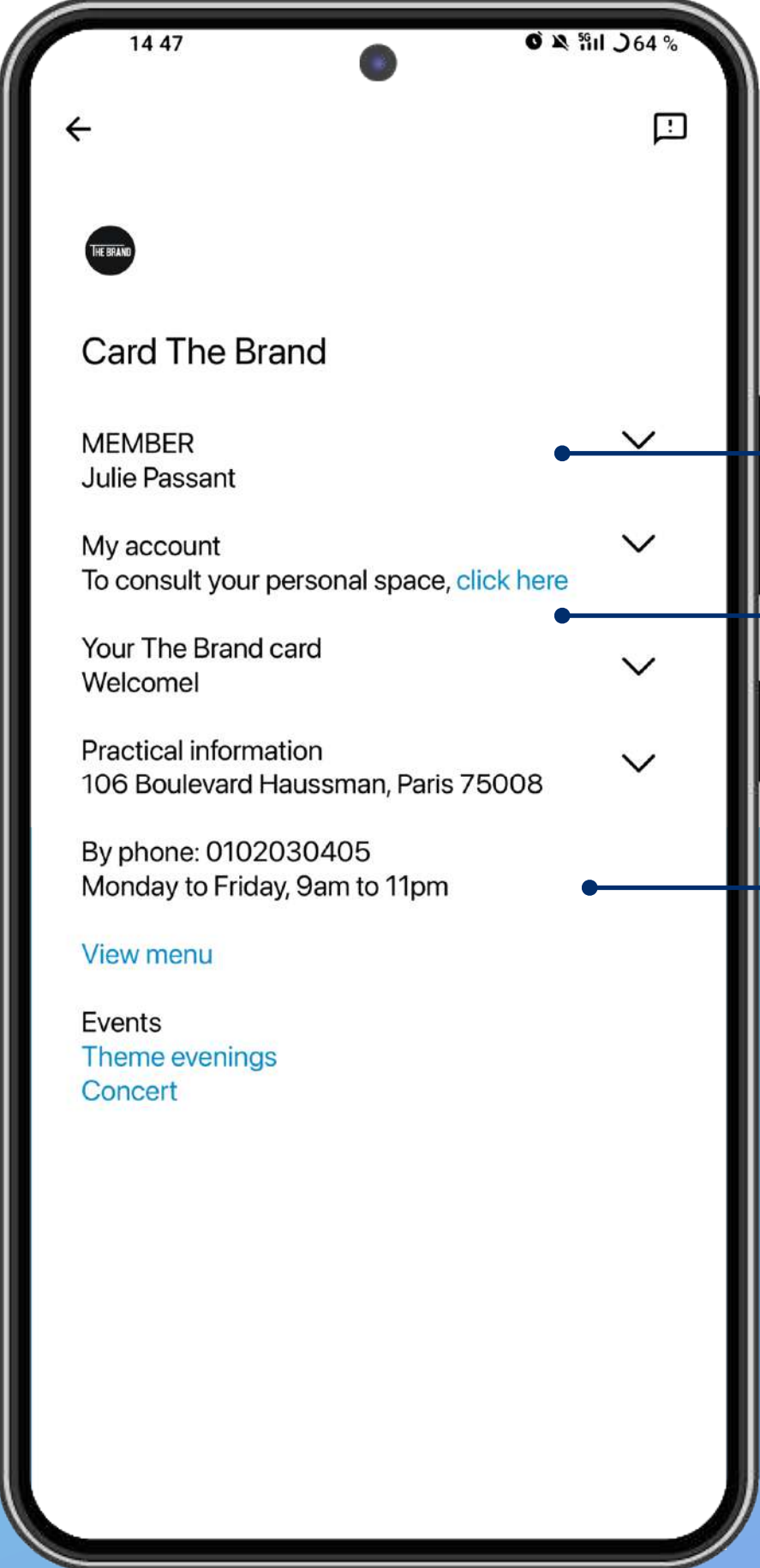
Customer first and last name

Various links

Additional information



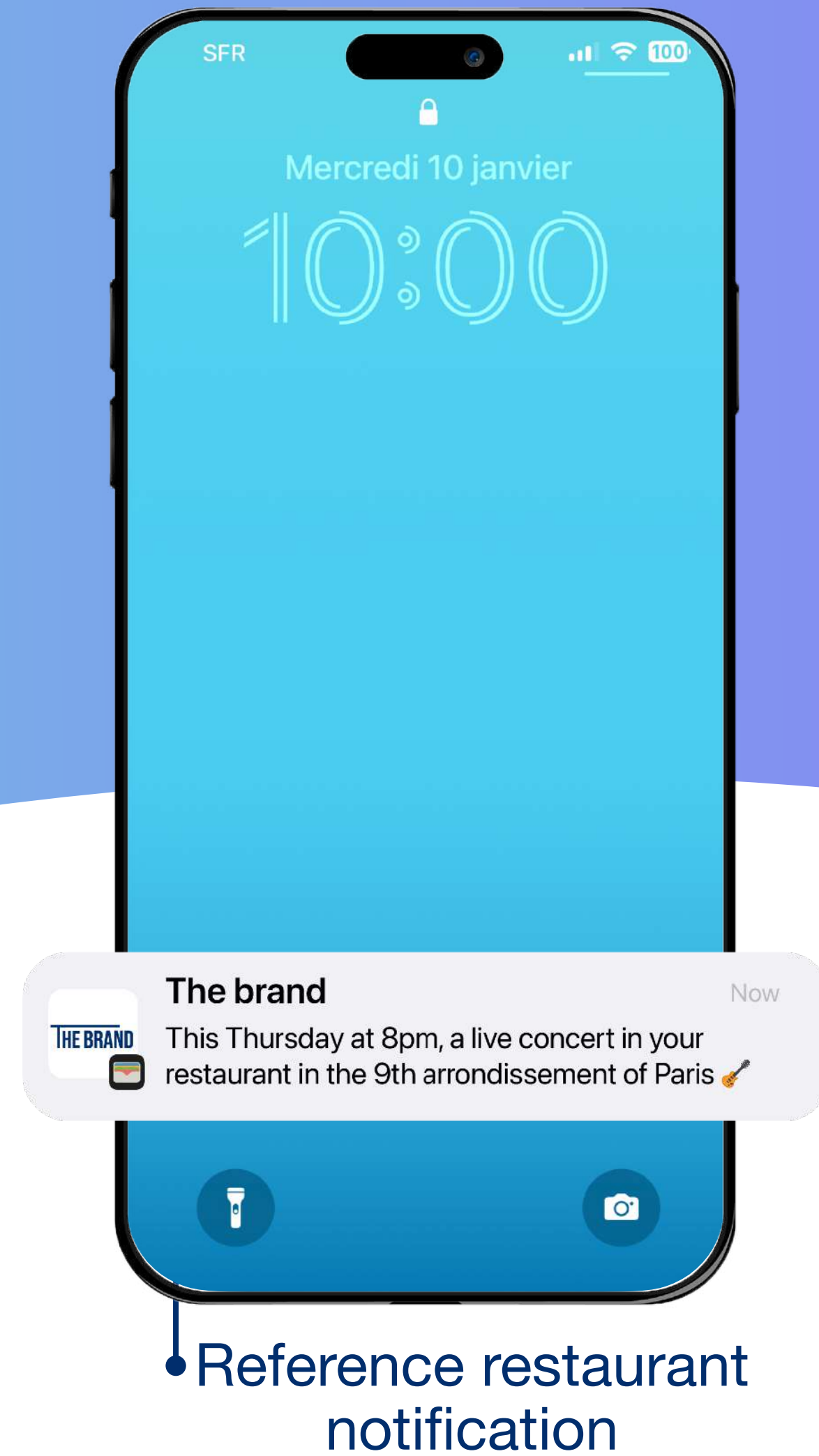
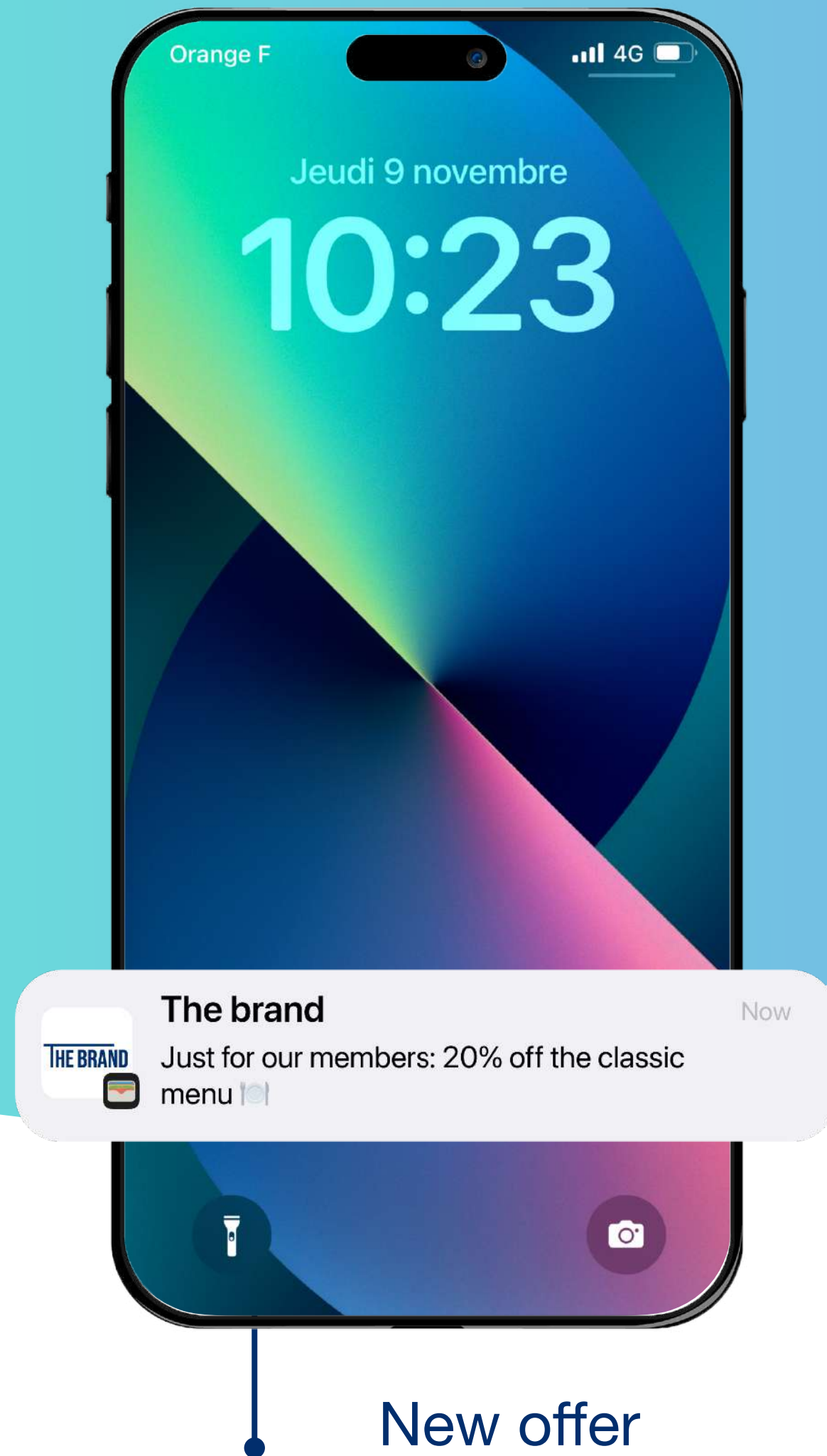
Front



Back

The relationship card on the mobile wallet

Strengthen your customer relationship



Why offer a relationship card on the mobile wallet?

For your customers



Receive exclusive offers and news directly on your mobile phone



Receive personalised communications based on your favourite restaurant



For your brand



Deliver a seamless omnichannel experience



Work on customer reactivation



Increase turnover per customer



Stay close to your customers



Effectively relay your offers, events and news via targeted push notifications

Discount voucher on the mobile wallet



Discount voucher on the mobile wallet

Open up a new direct channel that is practical and strategic

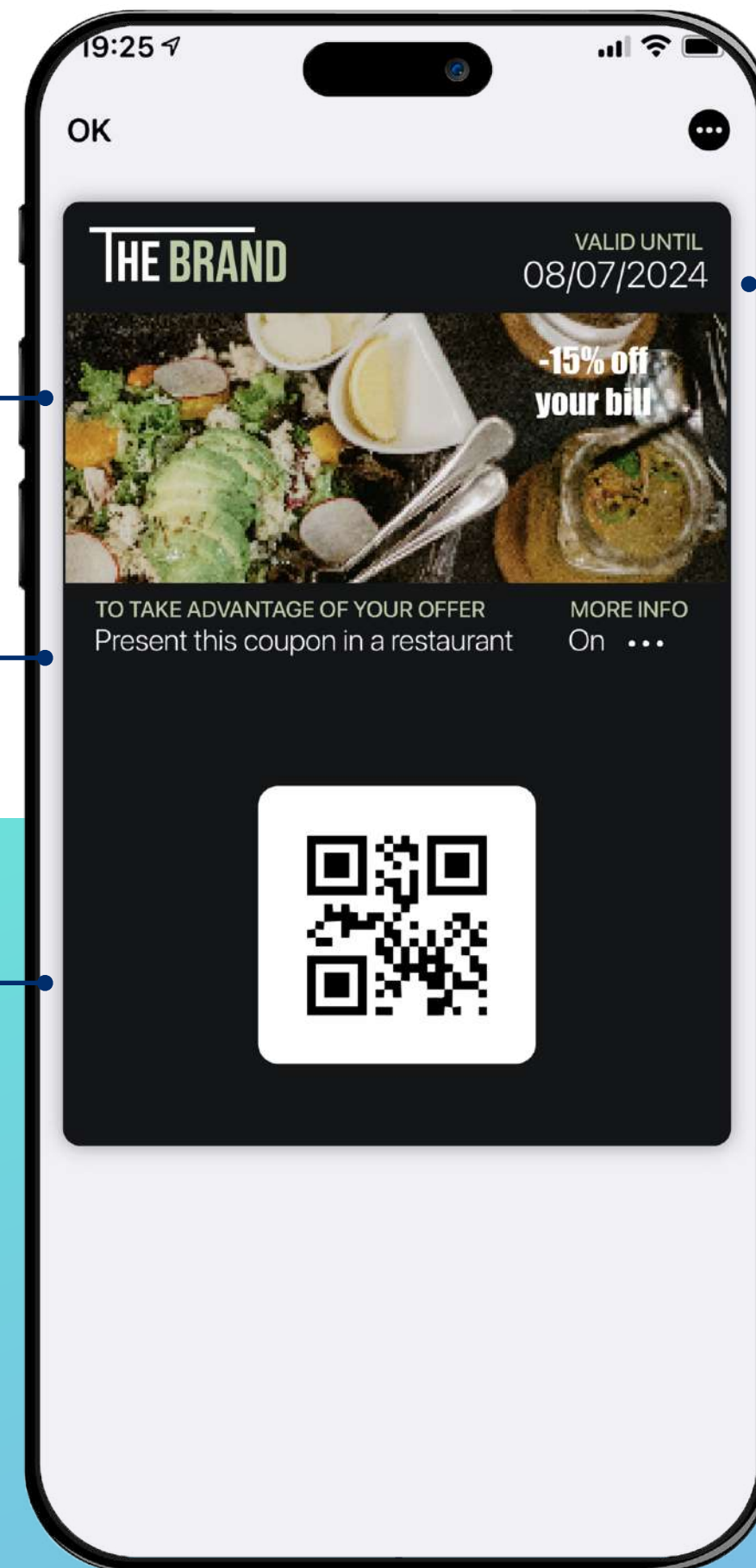


APPLE
CARTES

Custom
banner

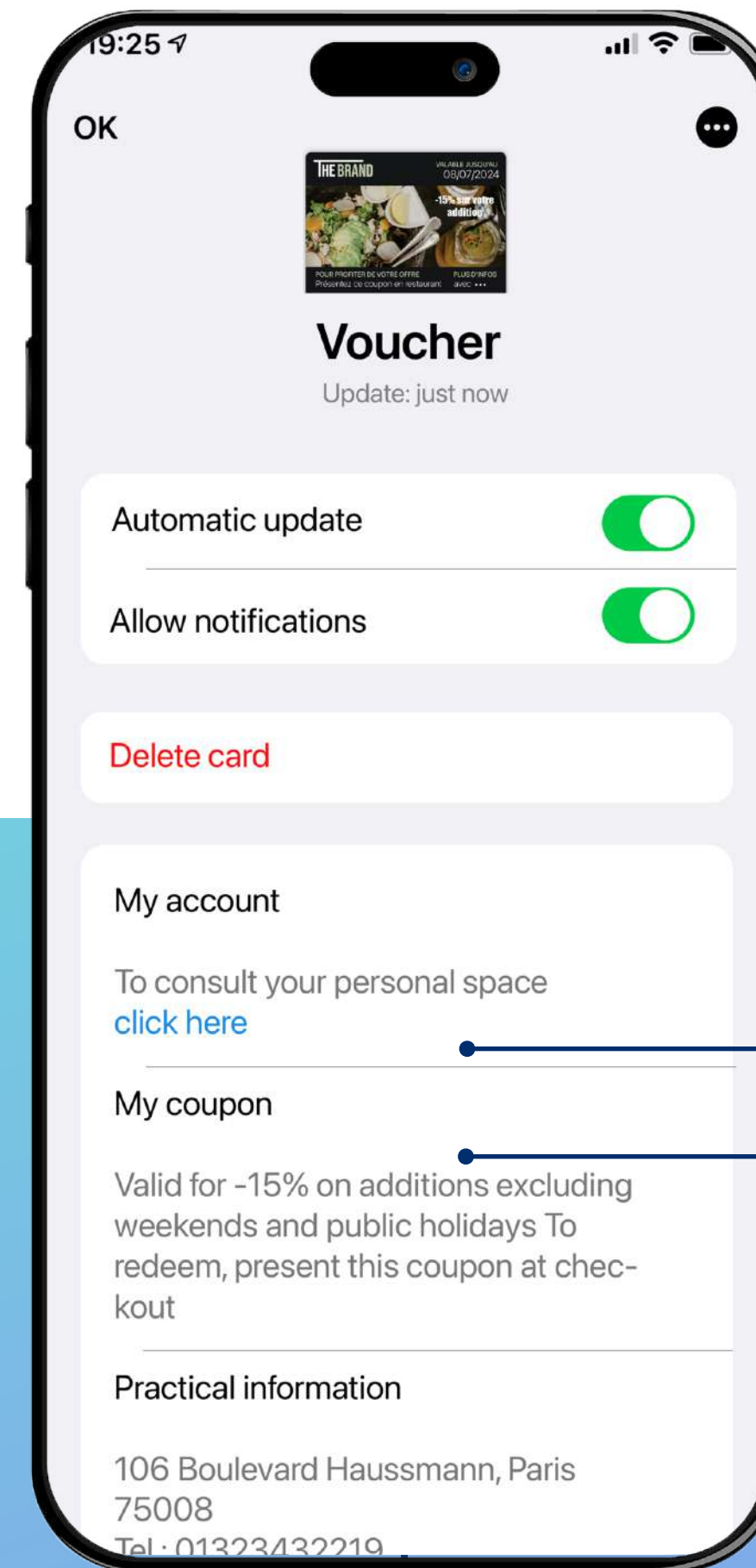
Custom
variables

QR code to use
the voucher



Front

Voucher
expiry date



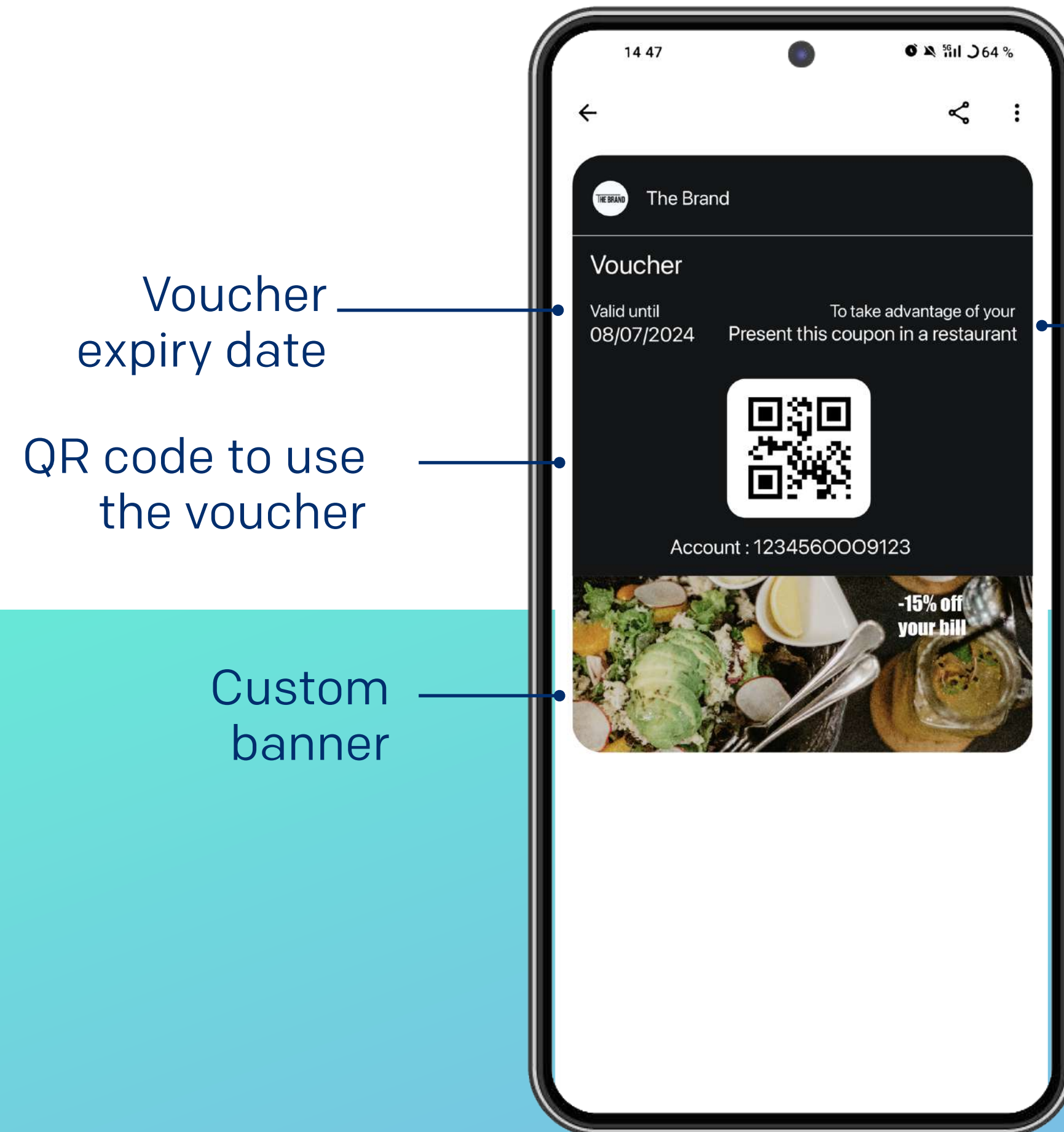
Back

Various links

Additional
information

Discount voucher on the mobile wallet

Open up a new direct channel that is practical and strategic



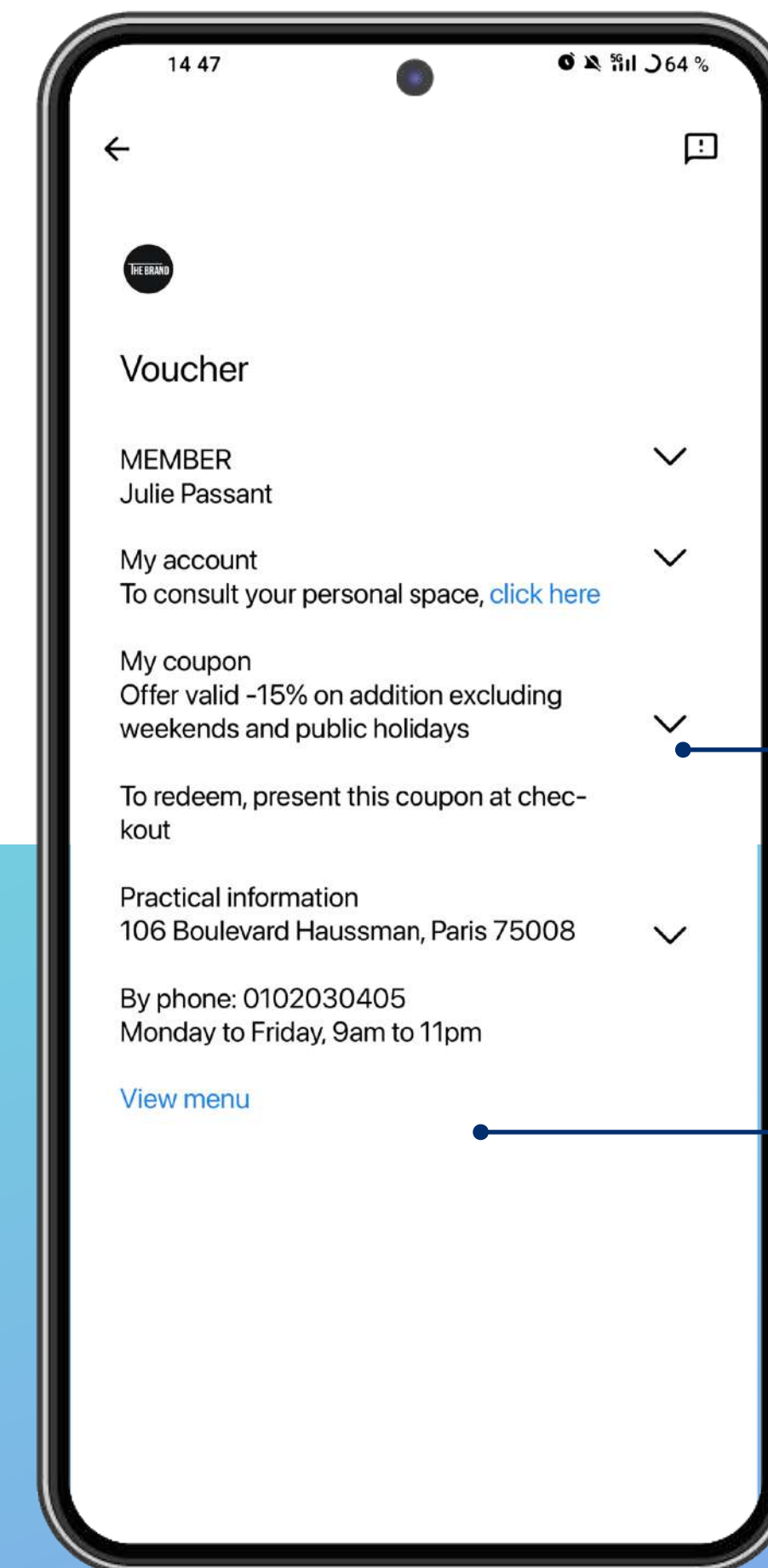
Voucher expiry date

QR code to use the voucher

Custom banner

Front

Custom variables



Additional information

Various links

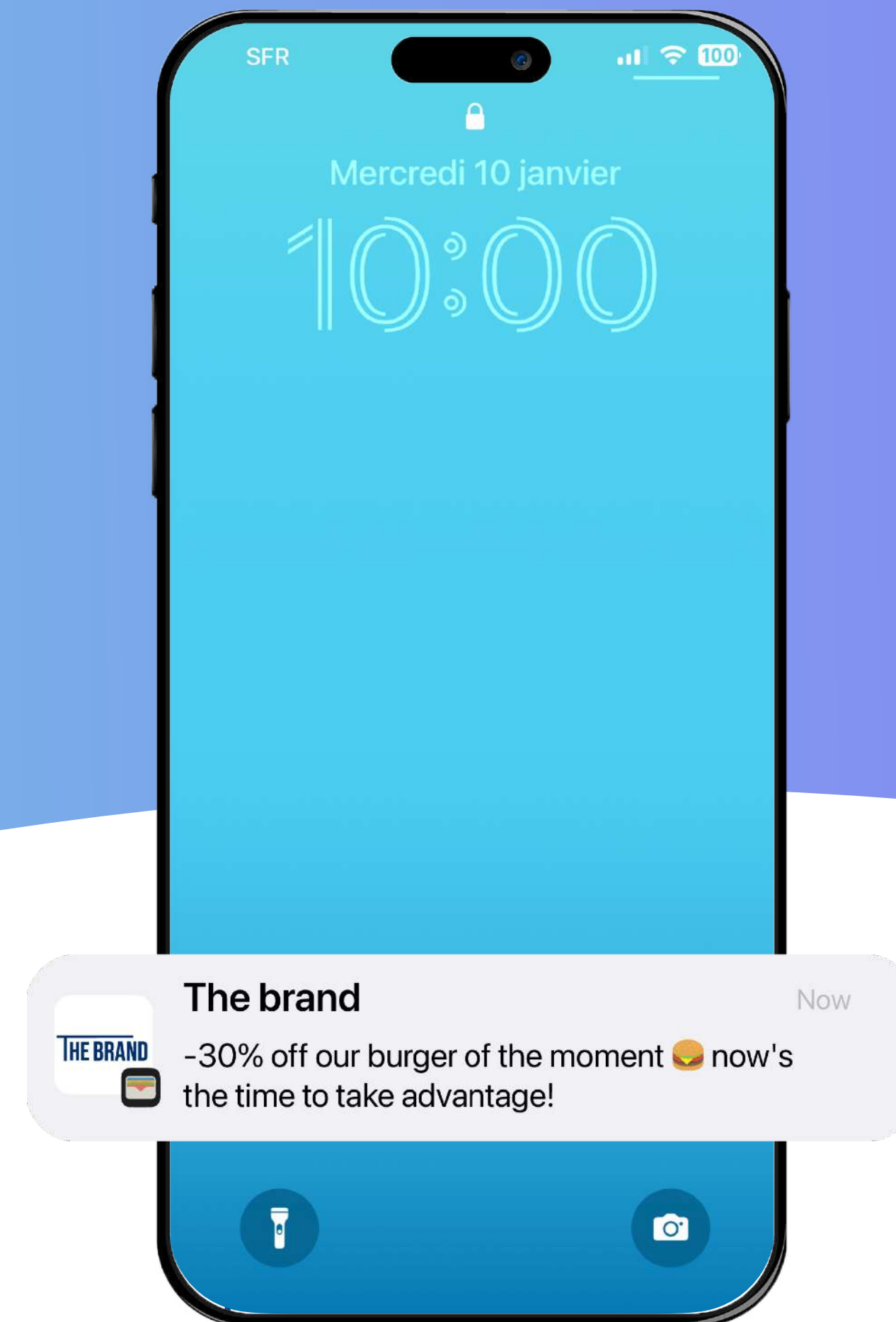
Back

Discount voucher on the mobile wallet

Maximise customer engagement with push notifications



• Reminder about voucher use



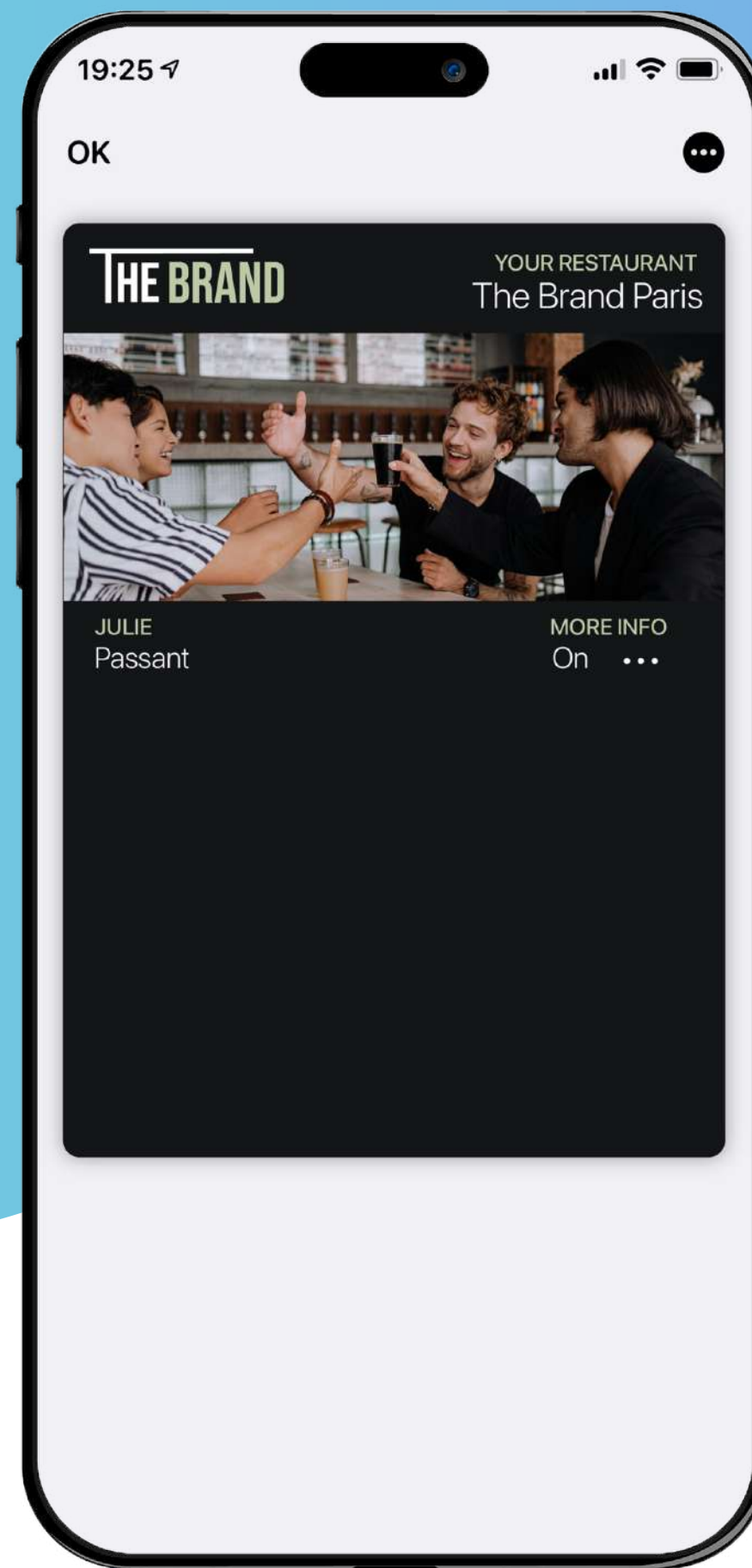
• New offer, event, news once the voucher has expired

Discount voucher on the mobile wallet

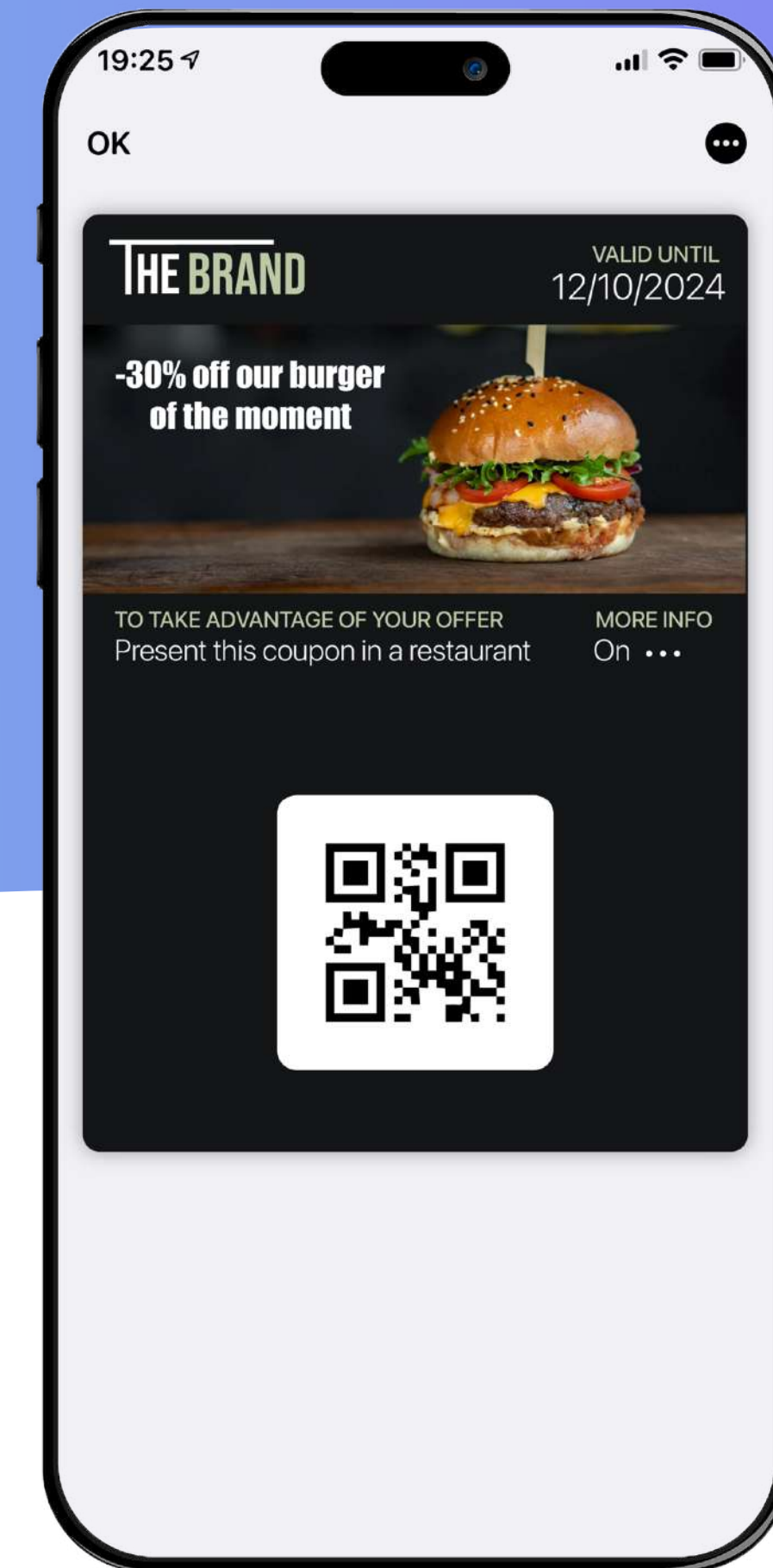
The voucher becomes a genuine relationship channel: boost customer reactivation

Like e-booking, the discount voucher can evolve into a relationship card, even if it has been used or has expired.

A way of staying in the customer's pocket and continuing to send push notifications linked to your offers and news.



Expired voucher



New offer

Why offer a loyalty card on the mobile wallet?



For your customers



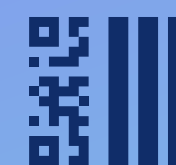
Convenient: customers can find their vouchers in 2 clicks on their mobile phone



Fewer physical cards, everything is digitised and centralised



Notified to remind them that their voucher is about to expire



Can use it easily in restaurants thanks to the QR code/bar code on the wallet voucher



Receive all the information linked to the store easily, directly on their mobile (new offers, news, events, etc.)

Why offer a loyalty card on the mobile wallet?

For your brand



Engage your customers and remind them on their mobile that a voucher is waiting for them



Work on customer reactivation



Increase turnover/customer



Effectively relay your loyalty offers, news and events using push notifications



Deliver a seamless omnichannel experience



Stay close to your customers

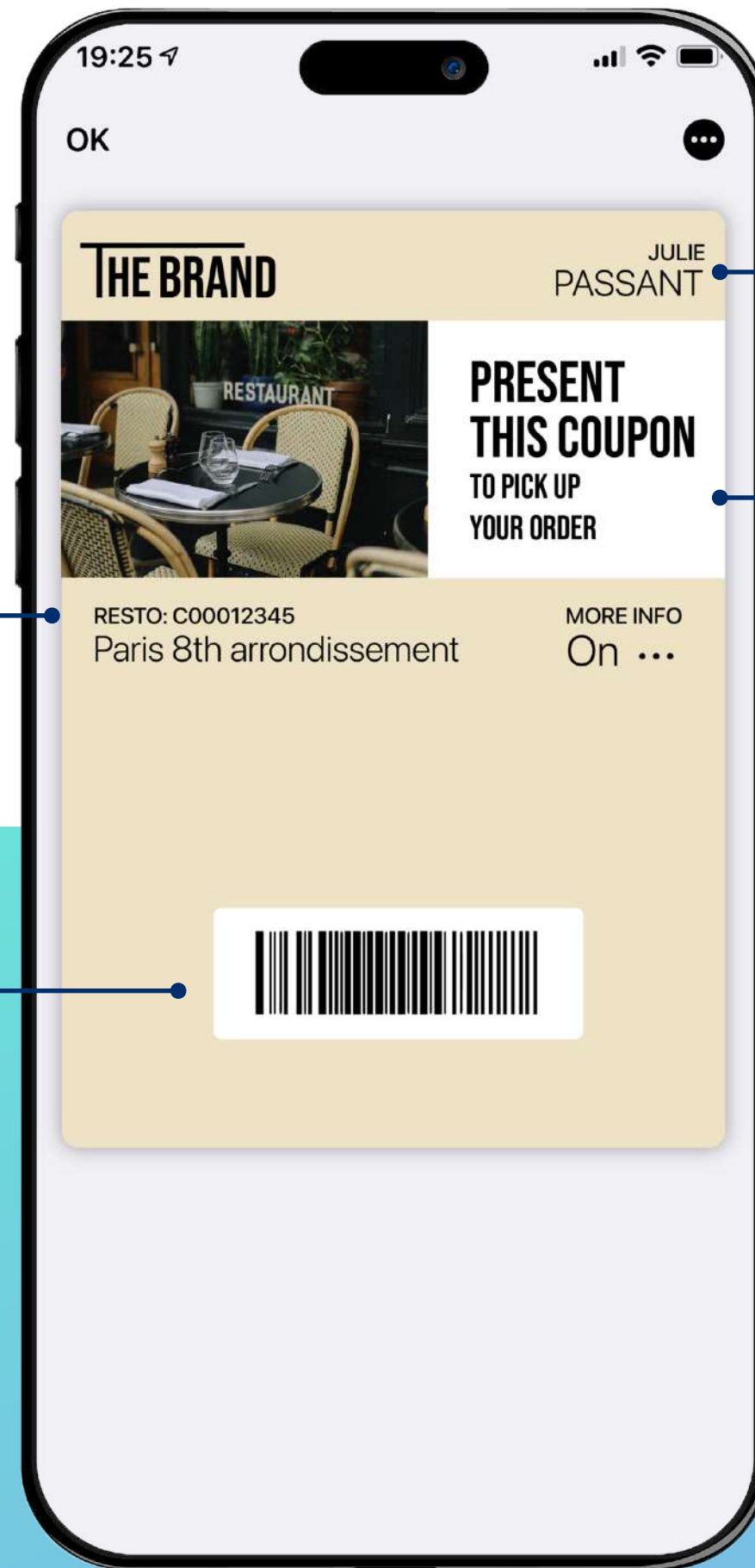


Click & collect receipt on the mobile wallet



Click & collect receipt on the mobile wallet

Open up a new direct channel that is both practical and strategic



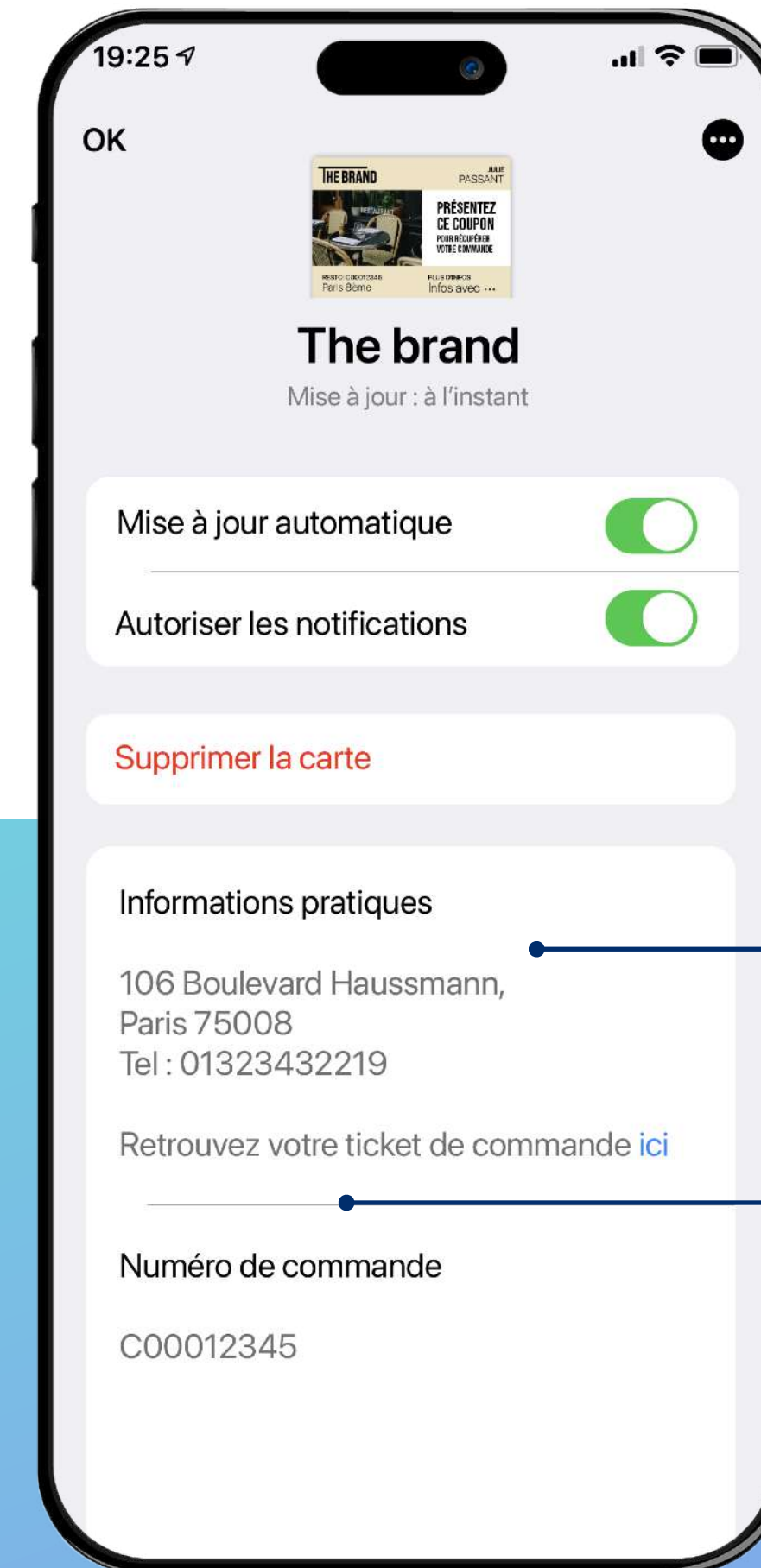
Custom variables

Customer first and last name

Custom banner

Barcode to identify customers in restaurants

Front



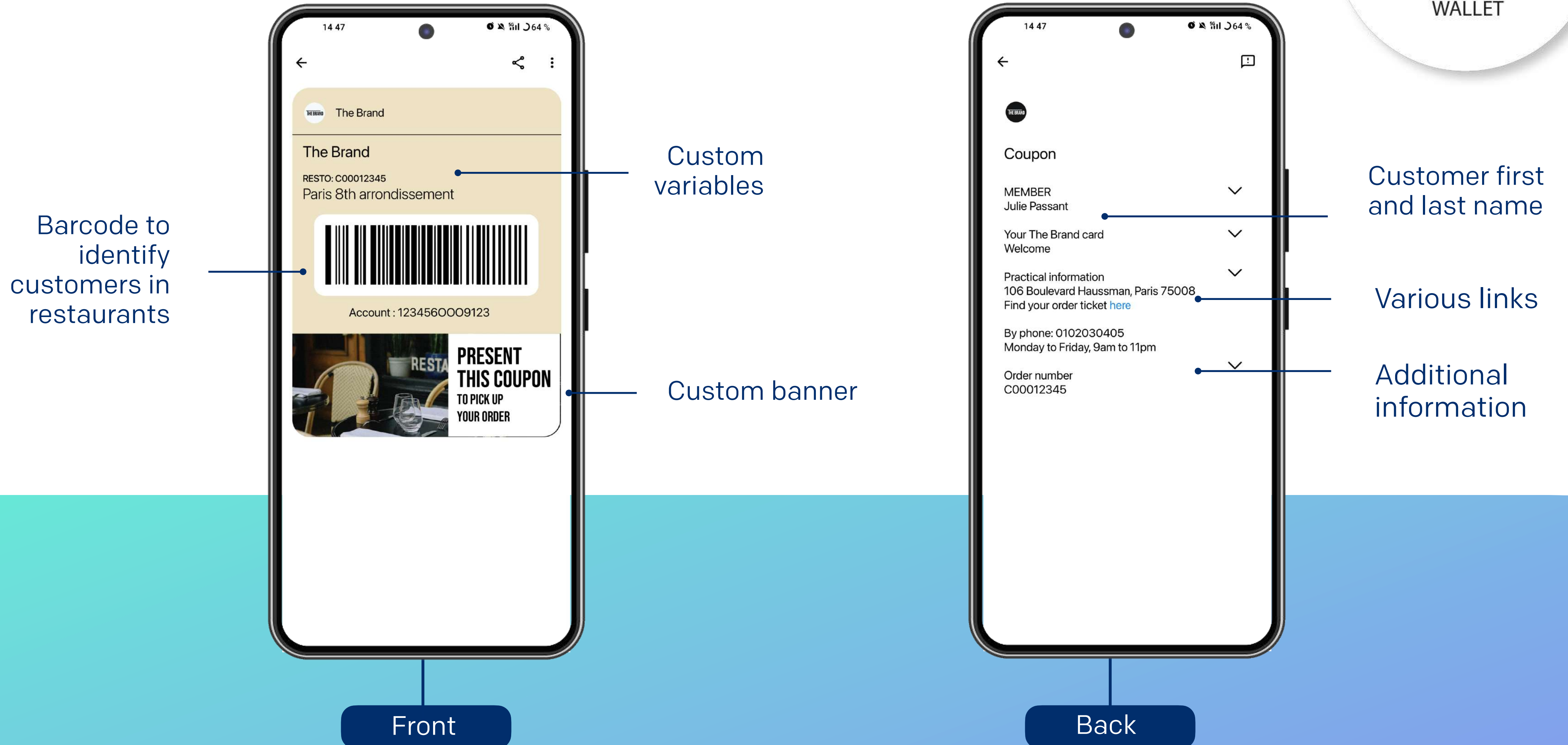
Additional information

Various links

Back

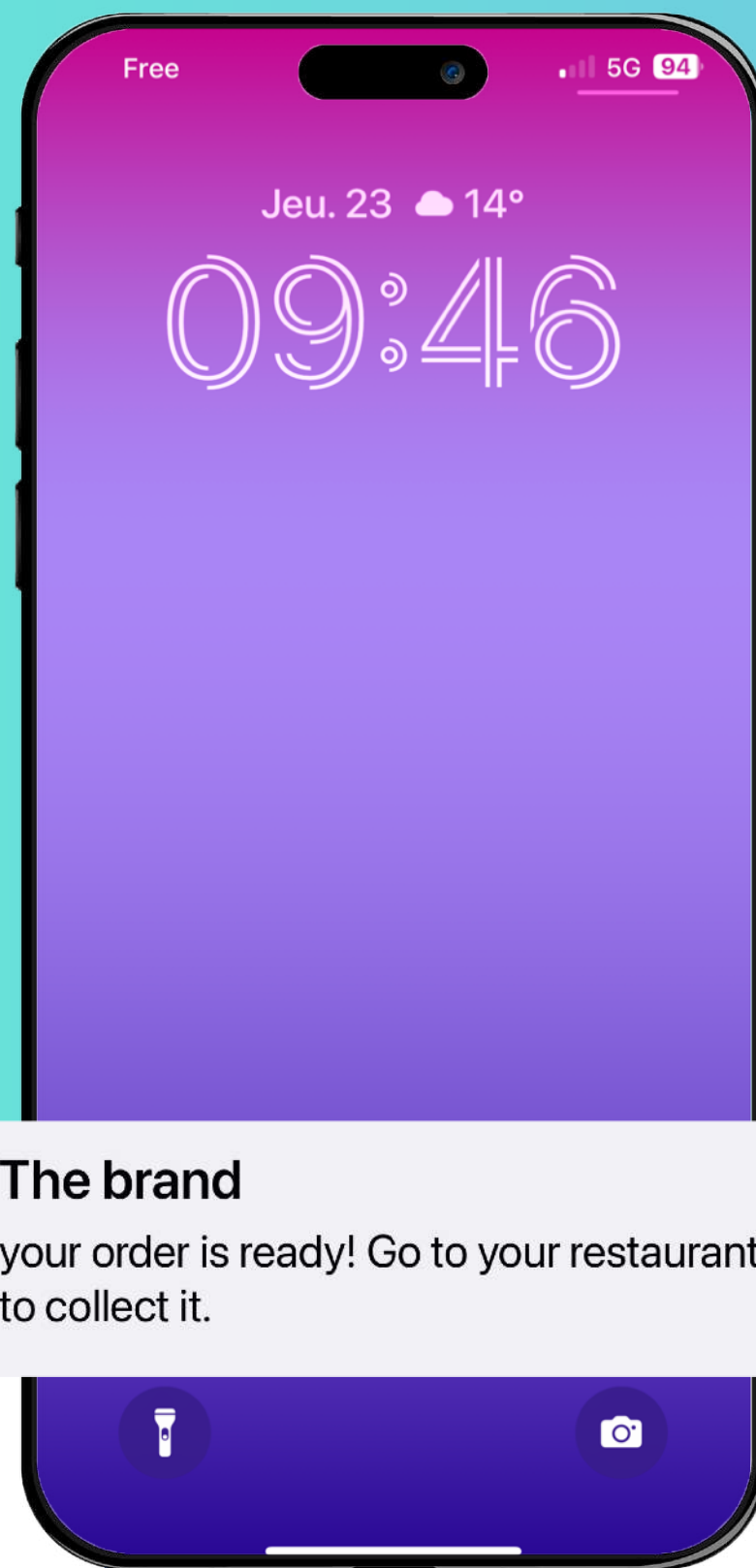
Click & collect receipt on the mobile wallet

Open up a new direct channel that is both practical and strategic

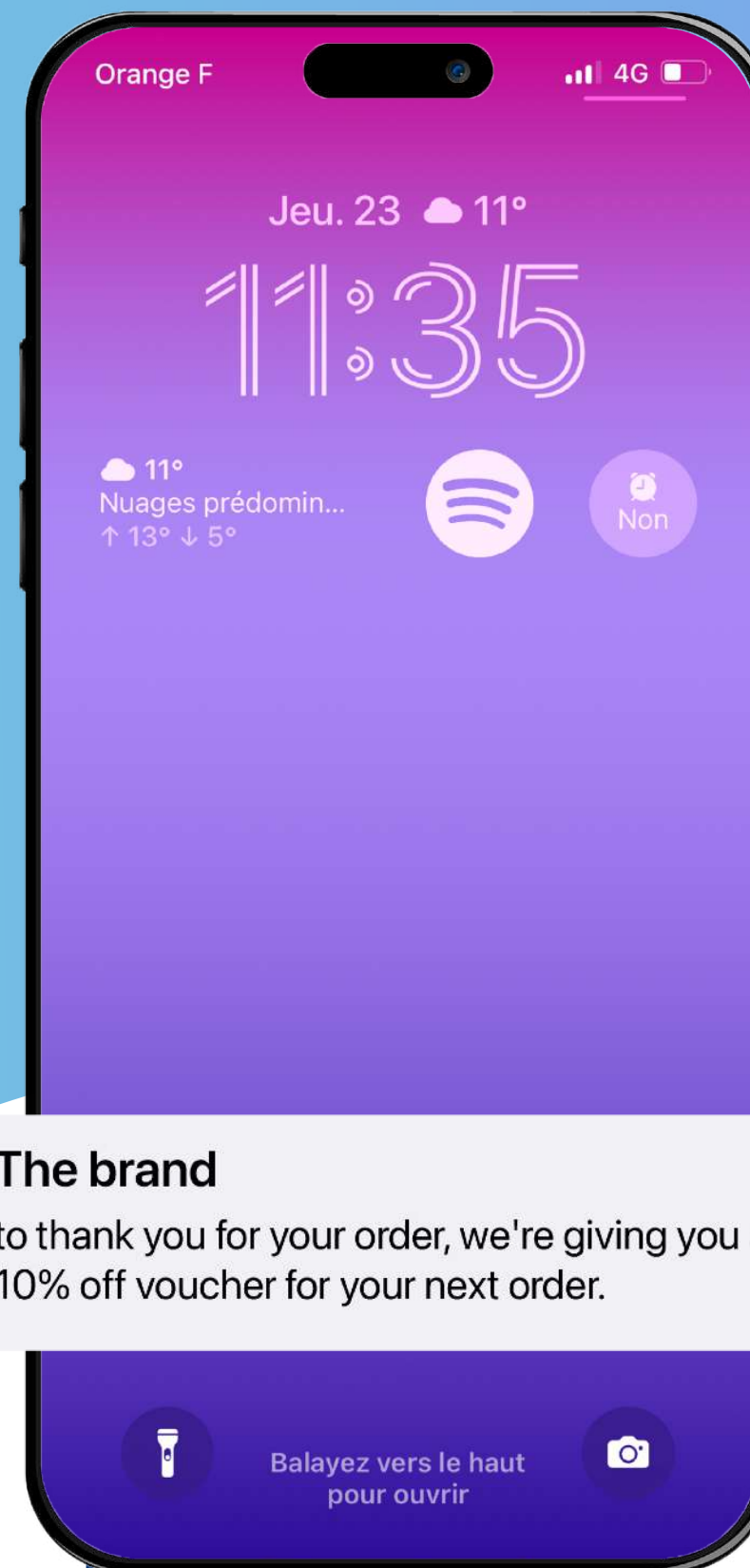


Click & collect receipt on the mobile wallet

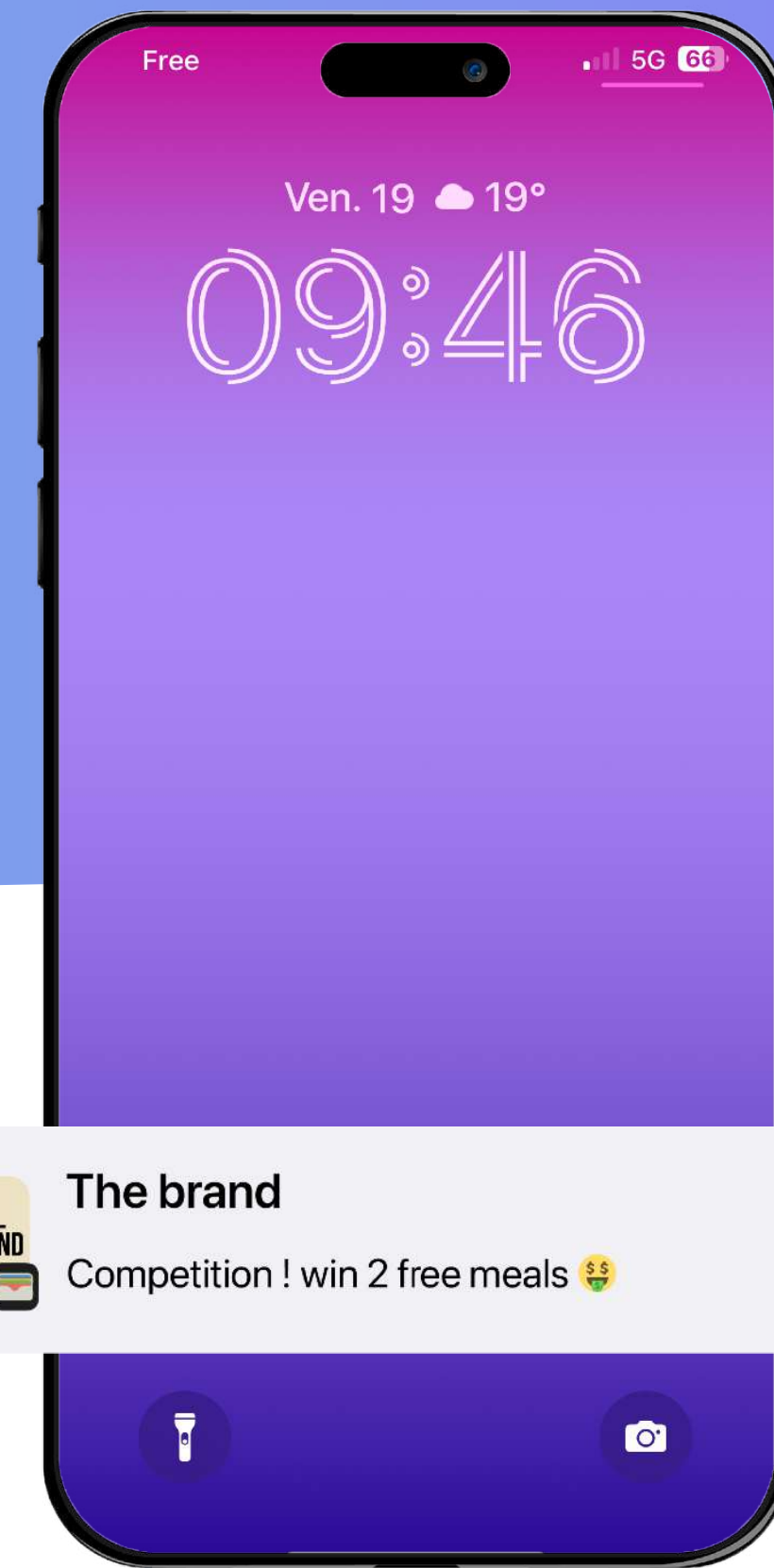
Maximise customer engagement with push notifications



Order ready



Thank you



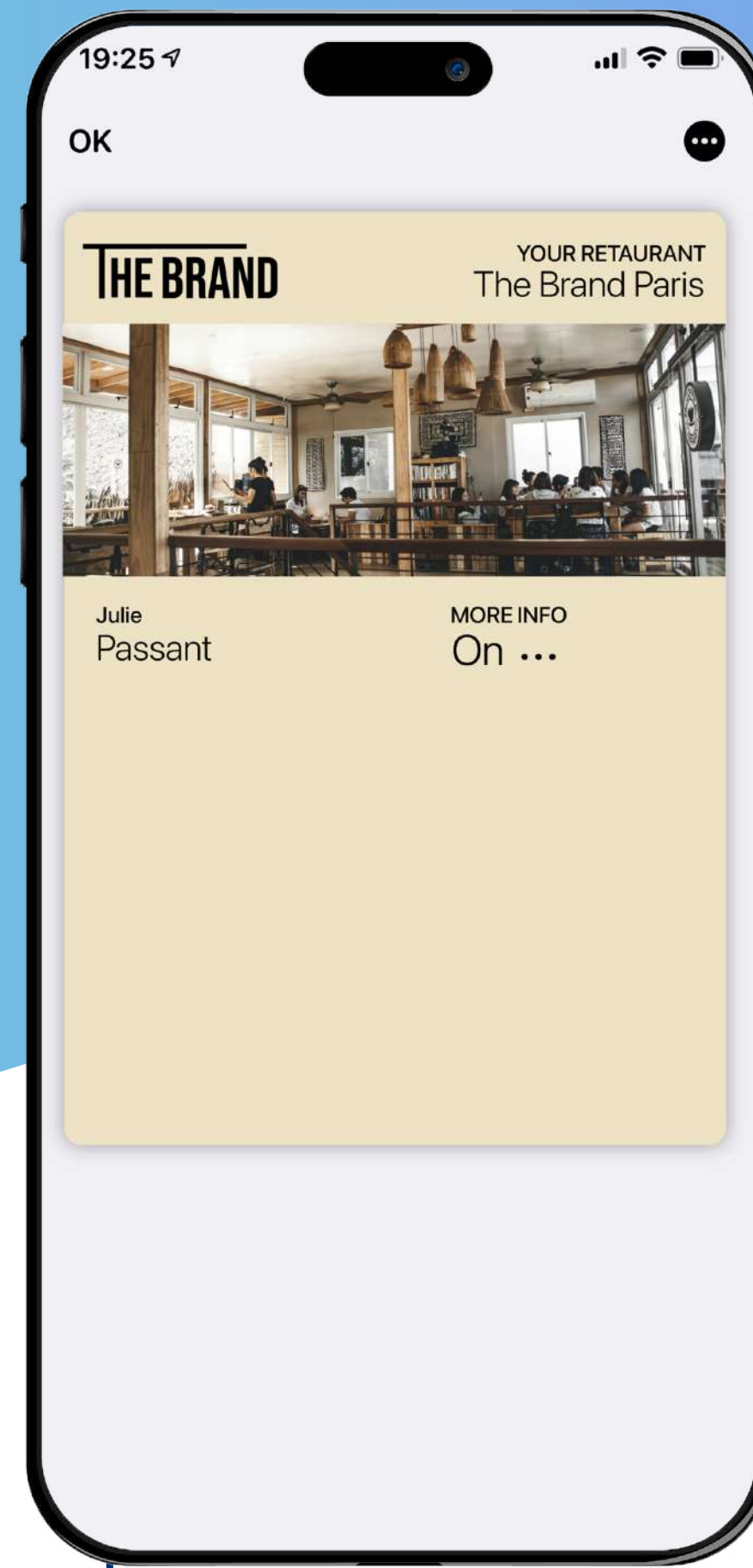
New offer

Click & collect receipt on the mobile wallet

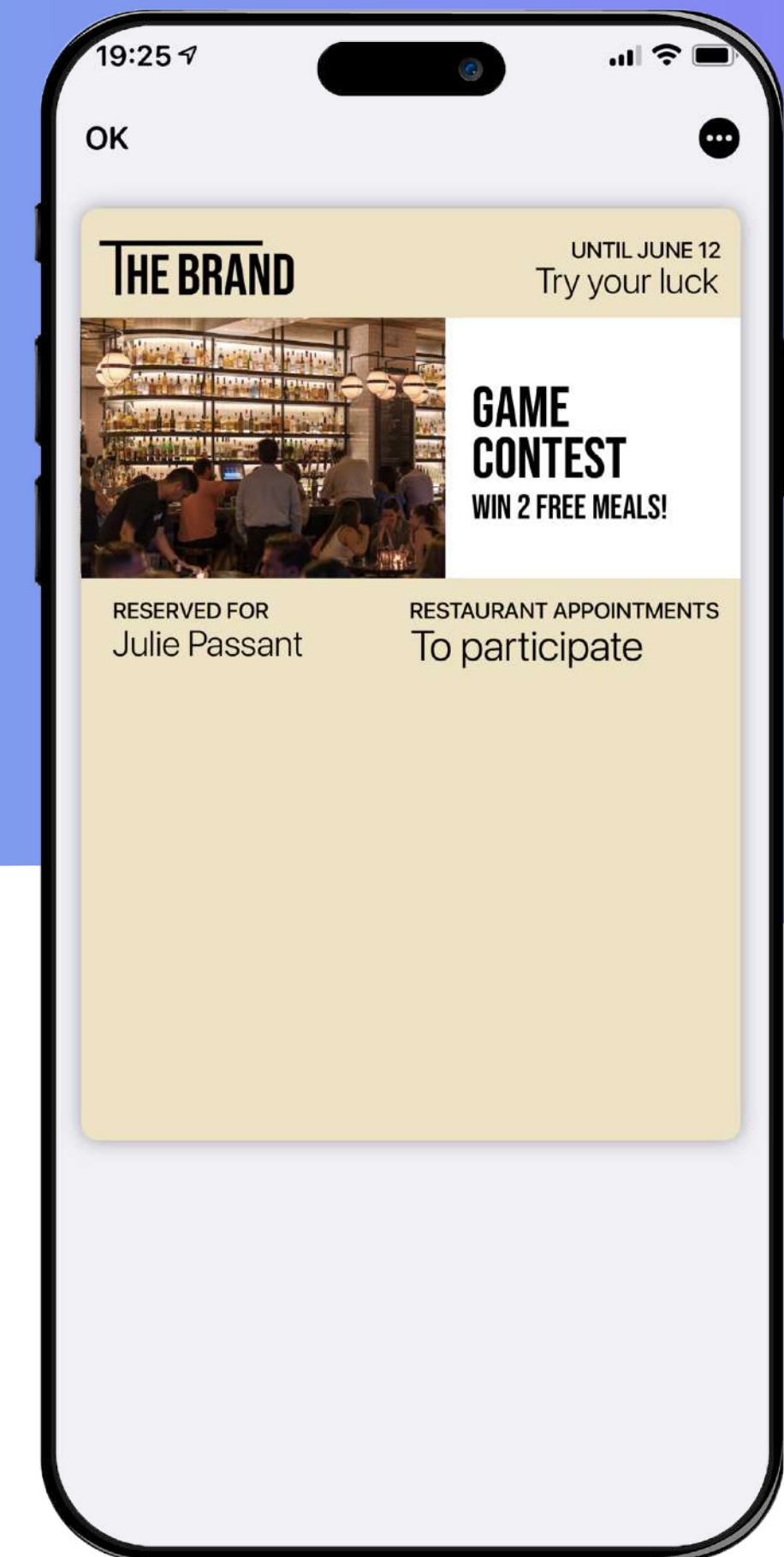
Receipts become a genuine relationship channel: boost customer reactivation

Like e-reservations or discount vouchers, once the receipt has been used it becomes a relationship card.

This enables the brand to target these customers for new offers. An excellent way of boosting customer reactivation.



Receipt used



New offer

Why offer a click & collect receipt on the mobile wallet?



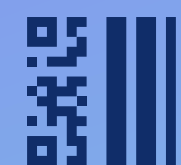
For your customers



Convenient, customers can find their order in 2 clicks on their mobile phone



Receive real-time notification of the progress of their order









Quick and easy to use in restaurants, thanks to the QR code/bar code on the receipt



Receive all restaurant-related information easily, directly on their mobile (new offers, news, events, etc.)

Why offer a click & collect receipt on the mobile wallet?

For your brand

-  Optimise withdrawal time
-  Work on customer reactivation
-  Increase turnover/customer
-  Effectively relay your loyalty offers, news and events using push notifications
-  Deliver a seamless omnichannel experience
-  Stay close to your customers





*Captain Wallet digitises your marketing materials
(Coupon, loyalty card, third-party payment card, invitation, etc.)*

in Apple Wallet and Google Wallet. Whatever your objectives (acquisition, customer relations, service, loyalty, etc.), our experts can help you define and implement a Wallet strategy tailored to your business.

Today, over 250 major French and international retailers use our platform to boost their customer relations.



SUPPORT

PERSONALISATION

GEOLOCATION

AUTOMATION

SEGMENTATION



Contact us