PLATINUM

1. **App Title Optimization** - ASO is the process of optimizing mobile apps to rank higher in an app store's search results. The higher your app ranks in an app store's search results, the more visible it is to potential customers. That increased visibility tends to translate into more traffic to your app's page in the app store.

2. **App Description Optimization -** The App Description is an app listing requirement that is used to explain the value and functionality of the app. The keywords used in the long description(s) should mirror and support keywords selected for the App Title and App Categories, including reasonable use of synonyms and related terms.

3. **Category -** App categories can also behave like keywords in app store algorithms and improve the app's rankings for the category keywords.

4. **App Keywords Optimization** - The keyword field can contain up to 100 characters of comma-separated keywords that are relevant to the app. Keywords with the highest traffic and lowest competition should be included in the keyword field to maximize the potential visibility for the app.

5. **Google App Analytics Integration on both platform (Android + iOS)** - Google Analytics for Mobile Apps to measure and optimize user acquisition and engagement with mobile apps. Google App Analytics lets you measure user's actions, in-app payments and revenue, user navigation paths etc.

6. **Social Media Setup (Creation and Optimization**) - Social media can be an extremely powerful tool. Properly utilized, integration of social media platforms like Facebook, Twitter, Pinterest, LinkedIn, G+ and more can vastly extend the reach and visibility of your business at a minimal expense. Social media can build your customer base overnight.

7. We set up your business accounts with Facebook, Twitter, LinkedIn, Google+ and Pinterest

8. **Facebook Fan Page Setup** - We set up your company pages on Facebook, LinkedIn, Google+ and Pinterest. Company pages are different from the standard personal pages.

9. **Wall Posting** - Wall is a section in your profile which is a public writing space so others who view your profile can see what has been written on your wall. We will post messages or pictures for you.

10. Facebook allows you to post 4 types of status updates to your wall: link updates, photo updates, video updates and text updates.

11. **Cover Photo Update** - Like your profile picture, cover photos are public, which means anyone visiting your profile will be able to see them.

12. The Facebook cover photo is prime real estate for any business, and creating high-quality images is used as calls to action (CTAs) and provides other helpful information for your fans.

13. **Google My Business** (**Setup)** - We will manage your online presence across Google, including Search and Maps. By verifying and editing your business information, this can both help customers find you and tell them more about your business.

14. **Google Analytics Integration on website -** Web analytics service offered by Google that tracks and reports website traffic. Google Analytics' shows high-level, dashboard-type data for the casual user, and more in-depth data further into the report set. Google Analytics analysis can identify poorly performing pages with techniques such as funnel visualization, where visitors came from (referrers), how long they stayed and their geographical position. It also provides more advanced features, including custom visitor segmentation.

15. **Artwork (Window/Door Clings, Counter Signs, Stickers etc.) -** refers to providing you with soft copy of graphic design used for advertising that you can print at your local printer.

16. Our artworks provide a powerful way for any restaurant to attract repeat business, encourage upsells, promote new items and special deals, and market services and events.

17. **Data Capture (Business Card Fishbowl, Data Capture Form**) Data capture is the process of retrieval and storage of your past and potential client information from a document or methods that you can introduce at your business premises.

18. **Feedback Form Management -** Information coming directly from customers about the satisfaction or dissatisfaction they feel with a product or a service. Customer comments and complaints given to a company are an important resource for

improving and addressing the needs and wants of the customer. The information is procured through online forms and offline methods such as through customer-facing employees, survey forms etc.

19. **Newsletter Subscription Management** - Manage and Set up your email newsletter subscriptions, and allow your customers to customize what they receive and when based on their preferences. Sending targeted messages to a select group of customers can increase your bottom line while building awareness and loyalty to your business

20. **Registered Users Management** - Enables you fully managed Customer Registration Service that takes care of the entire authentication process, including everything from password resets and profile creation, to email verification, reducing spam registrations and account.

21. **Promotional Push Notifications** - Taking advantage of a push notification strategy is an effective way to reach users and provide them with immediate, actionable value. By using push notifications in a personalized, respectful manner is a gateway to marketing success.

22. **Personalized Notification (Birthday Notifications Setup)** - Never miss out to wish your clients on their birthdays and creating a more personalized approach towards customer service. Birthday Notification can be auto-configured to send out personalized birthday messages from the app with exciting offers specially for them.

23. **Run Contests / Hashtag Sweepstakes promotions:** We would suggest to host a contest to build excitement about your business & makes it easy to run quick contests that engage your audience and build your fan base.

24. **Monitoring & responding to customer feedback on your website, mobile apps and social media profiles:** your customer feedback strategy will focus on the ways we will monitor, manage, and respond. Spend some time analyzing and developing your profile

25. **Add, Edit, Delete Menu-** We will manage your Menu changes on a clear instruction by email within 2 business days

26. **Email Template Setup-** Set up email templates to send messages that include information that infrequently changes from message to message. Compose and save a message as a template, and then reuse it when it is scheduled. New information can be added before the template is sent as an email message.

27. **Email Campaign Setup (Send Promotional Email)** automated emails are timely, personalized and hyper-relevant to the reader. As a result, they are opened and clicked more frequently and drive visits and revenue for your business.

28. **Email Support-** we offer you an efficient service at its best, which is offered through e-forms or e-mail contact.

29. **Digital Menu Catalogue** - Complete Menu Presented in a Beautiful Digital format on your Website.

30. **'Comment' box for every Item** - Add Special comments with every Item (For example, less spicy or extra spicy)

31. **ADD to CART** - Add items to your Shopping Cart/Bag. Your items are saved in the cart even if you close the app while you are in the process of placing the order.

32. **Manage Products, Categories, Prices** - Add New Products, Categories, Change prices, Enable Disable Menu Items. Easy Management of all the food items through the Robust Backend Panel

33. **Payment Options** – Online Payment & Cash on Delivery - Receive online payments directly into your bank accounts. You don't need to pay a high commission like you pay Uber-Eats or SKIP the Dish. Forget about the change, accept Payments Directly into your Bank Account. Cod also available.

34. **Loyalty Program** - Automatic system to encourage your loyal customers to order online. Manage the Loyalty percentage & Reward your loyal customers with $ Credits on very order they place.

35. **E-Wallet** - Collect your Loyalty Credits in your Own Digital Wallet and redeem them whenever you Order Again.

36. **Customer Sign up (Manual)** - Collect the data of your customer like Name, Number, and Email-ID and make your Database strong.

37. **Contact Us** - A contact us page which contains all your Business Information like Address, Phone Number, Email-ID, Fax, Web URL.

38. **Social Media** - Links of your Facebook Page, Instagram Page, Twitter Page, YouTube Page, Pinterest Page & Google+ Page, with-in the Website & Apps

39. **Facebook Ordering** - We Integrate an "Order Online Widget" on your Facebook Page, which lets your customers order right from your Facebook page.

40. **Order Now** - Allows receiving orders to be fulfilled immediately (Only works if Ordering With in the hours of operation)

41. **Order Later** - Allows receiving of orders up to 7 days in future from the current date

42. **Pick up** - Notify the Restaurant that the Customer wants to Take Away the order from the Restaurant.

43. **Delivery** - Notify the Restaurant that the customer wants the food Delivered to An Address.

44. **Skip & Browse** - Let's you go to the menu without sign-up, just browsing mode. Play around the app order only if you like something.

45. **Postal Code Checkup (For Delivery)** - Restaurant can control which Area they want to deliver to. Only the configured Postal codes are integrated which are allowed by the Restaurant owner. It helps the Restaurant owner by saving their time by not delivering too far off areas. It is basically a Filter process based on which orders to accept sorted on the Basis of location.

46. **Hours Of Operation** - Receive orders when you are Open & Notify Customers about your Serving Hours. Furthermore, expand your sales by not only accepting orders to cater at the time of your hours of operation.

47. **About Us** - Tell your customers where you came from and the Roads you have travelled since you began your Journey in the Business.

48. **Feedback form** - Allows your customers to give you feedback and suggestions. You can use it to Upgrade your
49. Restaurant and Improve your Services.

50. **Reviews & Testimonials** - Allow your Customers to Rate their experience by their Comments.

51. **Privacy Policy** - In this section the customer can add various policies, which he has, in case of conflict with any customer. (For example "Return Policy")

52. **Printer Configuration** - Whenever the order comes on your Web-Backend/Dashboard-APP, An Automatic Print of KOT and Invoice is done to save your time. Provided you have a thermal Printer of Configuration Similar to EPSON-T82. (Or other thermal/receipt 80 mm compatible printers)

53. **Dashboard APP** - An App to Assist you 24*7 For Your Order Management and also gets configured with your Printer to Surpass the need of opening Laptop/PC in your Restaurant.

54. **Web Based Dashboard Panel** - A Magento Based Robust Backend Panel to manage everything from entering Food items into the Menu to Accepting Incoming Order.

55. **Audio Alerts & Pop Alerts** - Whenever an order comes, you receive Audio alert on your Web based backend Panel and a Pop up Notification on your Dashboard App, to nullify the Possibility of wrong or missing any orders and save you any embarrassment.

56. **Tax Amount Included in the Final Bill** - Whenever an Invoice is Printed the Tax amount which you are Liable to Charge your Customers is included Beforehand, so you save the time of Manually Adding Taxes to every Invoice.

57. **Newsletter Sign-Up** - Send Newsletters to your subscribers and market back to them time to time.

58. **Photo Gallery** - Upload Pictures of your Restaurant on your Website. Tempt your Customers by Uploading Beautiful food Pictures. Pictures can be added under the food items in the menu.

59. **Push Notifications** - Notify all your App users Regarding the Latest offers and Events which are Happening in your Restaurant (Like, A Special DJ party happening at your café, OR any other message you want to deliver to your Customer, AT NO EXTRA COST- Unlimited Push Notifications)

60. **Mass Email** - Notify all your Customers Regarding the Latest offers and things which are currently happening in your Restaurant through Mail, unlimited Emails at no extra Cost. Reach out to your Customers.

61. **Sign-In with Social Media** - Allows your Customers to Sign-in Through Social Media Platforms (Facebook, Google+, Twitter, and LinkedIn), it saves their time of manually filling all the information by fetching it directly from the Social Media Platforms.

62. **Distance-based Delivery charges** - Enables you to automatically add delivery charges in the invoice Based on the Distance from your Restaurant

63. **Repeat Order** - Allows your customers to quickly order their Favorite Meals. All the Past orders are saved in your Order History from where they can click on any order and ask to repeat it.

64. **Import & Export feature for Menu** - Now easily import your menu into excel format and export it again to dashboard after making the changes you wanted to do, makes your task much easier and simple.

65. **Under Construction -** Gift Cards Online , Coupons & Offers , Waiter App , Facebook Ordering , Multi-Location , Reserve a Table .