

Guidelines

for Restaurant Employees



Dear Restaurant Employee, Welcome to the world of CLUBBY!

In our restaurant, we use the CLUBBY app, which helps us build a valuable customer loyalty database, contributing to the restaurant's success. With CLUBBY, you can offer better service and a smoother customer experience. Your role is crucial in making this happen. In these guidelines, we will cover how CLUBBY affects your daily tasks and how to use it most effectively.

USING CLUBBY IN YOUR DAILY ROUTINE

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Building a Loyalty Database

CLUBBY enable the restaurant to collect and manage a loyalty database, enabling more efficient marketing and customer relationship management.

Success

A well-managed loyalty database helps the restaurant succeed because loyal customers return more frequently and spend more money.

CLUBBY IN THE DAILY OPERATIONS?

Customer Activation

Ask customers if they have already joined the loyalty program. If they haven't, explain the benefits of your membership program available in the app and how they can join. If the customer hasn't downloaded the CLUBBY app yet, guide them through scanning the QR code from the CLUBBY activation materials or downloading the app from the app store.

Using Benefits

Customers can activate a benefit, partner card, or event ticket via the CLUBBY app and present it during a purchase or service interaction. Restaurant-specific benefits are available in your POS system.

Activation Materials:

Ensure that the visible materials (e.g., Smart Menus, posters, brochures, and stickers) remind customers to join the loyalty program. These materials must be well-placed in the restaurant every day.

BENEFITS OF CLUBBY FOR CUSTOMERS

1. FREE MEMBERSHIP

Joining the loyalty program through the CLUBBY app is free of charge.

2. WELCOME OFFER

Encourage customers to take advantage of an exclusive welcome offer available only when they join.

3. ONGOING BENEFITS

Our loyal customers continuously receive great deals that are just for members. Recommend downloading the app to see all the current benefits.

4. EVENTS AND NEWS

Be the first to know when something new happens at our restaurant.

5. TICKETS

If the restaurant sells tickets for events, customers can easily purchase entry or event tickets through CLUBBY.

6. STAKEHOLDERS CARDS

All stakeholder cards for the restaurant, such as VIP cards, are available through the app.

PRACTICAL TIPS

Using the App

If the customer hasn't downloaded the CLUBBY app, it may take a few minutes to install. Let them take their time and avoid rushing them at the counter. You can serve other customers while they set up their app.

Support Materials

Use digital materials provided by CLUBBY on the restaurant's information displays and social media channels.

Smart Menu QR Codes

If your restaurant uses Smart Menu QR code displays, direct the customer to a table and invite them to explore the restaurant's menus through the QR code while waiting for service. Mention that they can also view current loyalty benefits and find the link to join the loyalty program if they haven't already.

CLUBBY SUPPORT: help.clubby.com

CHAT: You can find the chat option on the PartnerHub interface or at the bottom of the CLUBBY.com website.