



Portfolio & Features

Appdragon is launching Eat@ at the Restaurant Show.

Eat@ is a suite of marketing tools aimed at restaurants, initially in the UK but eventually across a number of countries.

The Eat@ mission is to help smaller restaurants compete with the large chains by pooling their resources and by utilizing the excellent benefits of marketing via the mobile channel. With over 60m mobiles in the UK alone, mobile is the new mass media. Mobile is interactive, always available and provides a perfect opportunity for restaurants to increase revenue through reservations growth.

The Eat@ portfolio consists of:

- SMS and Email Marketing services to allow restaurants to communicate to customers and promote their restaurants, send booking reminders and keep customers up to date on news, events and offers.
- iPhone and Android apps development to allow larger restaurants to have their own smartphone app
- An easy to use tool to provide restaurants with a simple, interactive mobile web presence to complement their existing web sites
- The Eat@ Restaurant Directory App for iPhone, iPod, iPad and Android phones and tablets. Eat@ provides a comprehensive directory of restaurants and with an enhanced subscription restaurants can use the app to promote their offers to the thousands of Eat@ users (we already have over 5,000 users and that's pre-launch with practically no active marketing). Subscribing Restaurants can:
 - Update their information
 - Upload photos of the restaurant and dishes
 - Add menus
 - Upload offers and other promotional messages to be sent to all Eat@ users nearby the restaurant or who have added the restaurant as a favourite
 - Messages can be sent as emails, SMS or in-app pop-up notifications.
 - Users can 'tap to call' the restaurant, send an email to the restaurant or get walking/driving directions
 - Users can also review the restaurant using a star rating system

In the Development Pipeline

Eat@ is also set to get better. New features currently under development include:

- Users can make Table Reservations from within the Eat@ app or mobile web-site
- Booking reminders sent automatically by in-app alerts, email or SMS
- Users can suggest edits to the database or add missing restaurants
- Social Networking integration – users can ‘check-in’ via Facebook or Twitter to recommend the restaurant to their friends
- Co-operative loyalty scheme
 - Large restaurant chains offer customer’s loyalty schemes. Typically each time they eat at the restaurant they earn points. These points can then be redeemed for drinks or other offers at the restaurant chain.
 - With Eat@ Loyalty Scheme, even the smallest restaurants can offer a similar benefit to their customers.
 - Making a reservation, reviewing a restaurant or visiting a restaurant in the scheme will see the Eat@ user awarded loyalty points
 - These points can then be redeemed for unique offers or discounts at Eat@ subscriber restaurants.
 - All this managed from the mobile phone – no need to remember to take your loyalty card with you.

For further information please visit the web-site or contact one of our team members on Stand C108.

www.eatatrestaurant.com