Fully-integrated Mobile Ordering:
Using Incentives to Engage Gen Z Students

NACCU 2019
Session Description

**Fully-integrated Mobile Ordering: Using Incentives to Engage Gen Z Students**  Room 25  
*John Diaz, Blackboard Transact*
*Chad Stith, Blackboard Transact*
*Nirmal Palliyaguru, Santa Clara University*

**Core Competencies:** Technology  
**Level:** Beginner | Intermediate | Advanced

The campus experience has embraced radical new strategies for increasing student engagement on college campuses. Today’s Gen Z student prefers the convenience of mobile ordering and sees it as a better overall experience. With real-time mobile ordering, campus auxiliary and dining services can seamlessly integrate themselves directly into the busy schedule of a college student. Join us to learn more and explore how Santa Clara University was able to increase student engagement by implementing mobile ordering and influence student behavior with loyalty and reward programs.
Agenda

• Introductions
• Why Mobile Ordering
• Loyalty & Incentives
• What works with Gen Z
• SCU Case Study
• Q&A Discussion
Introductions

• John Diaz
  – VP, Retail Solutions Product Management
  – Blackboard Transact

• Chad Stith
  – Product Manager, Digital Commerce
  – Blackboard Transact

• Nirmal Palliyaguru
  – Director, ACCESS Card Office and Property Management
  – Santa Clara University
Why Mobile Ordering
Why Campuses are Adopting Mobile Ordering

- Improve student satisfaction
- Drive engagement
- Reinforce campus brand
- Encourage feedback
- Increase revenue
- Use loyalty to incentivize behavior
What our clients told us they wanted in a Mobile Ordering Solution

- Easy to use for students and our staff
- A campus branded solution
- Integrated with back office
A few other reasons ”Why”...
Explosive Growth Forecast

FORECAST: Mobile Order-Ahead Volume At US Quick-Service Restaurants

BI INTELLIGENCE

5-Year CAGR = 57%

Source: BI Intelligence estimates
Testimonials

Source: RetailDive.com
Mobile Ordering Components
Key Mobile Ordering Components

Customer Facing Mobile App

POS Integration

Management Portal with Dashboards

Order Fulfillment & Engagement
PUSH MESSAGING

Inbox Messages

<table>
<thead>
<tr>
<th>START DATE</th>
<th>END DATE</th>
<th>TITLE</th>
<th>TYPE</th>
<th>VISIBLE</th>
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<tr>
<td>Fri, Jan 05</td>
<td>Mon, Dec 12</td>
<td>Welcome Back Gala!</td>
<td>All Campus Users</td>
<td>YES</td>
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<tr>
<td>Sun, Jan 07</td>
<td>Fri, Jan 07</td>
<td>Heading to Leonard Dining Hall?</td>
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</tr>
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<td>Fri, Jan 06</td>
<td></td>
<td>All Campus Users</td>
<td>YES</td>
</tr>
<tr>
<td>Mon, Jan 22</td>
<td>Fri, Jan 06</td>
<td>New Year, New Fresh to Go Items!</td>
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</tr>
<tr>
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<td>Mon, Dec 12</td>
<td>The Indoor</td>
<td>All Campus Users</td>
<td>NO</td>
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<tr>
<td>Mon, Jan 09</td>
<td>Fri, Jan 01</td>
<td>Green Smoothies!</td>
<td>All Campus Users</td>
<td>YES</td>
</tr>
<tr>
<td>Thu, Feb 01</td>
<td>Fri, Jan 01</td>
<td>Timmies Debit</td>
<td>All Campus Users</td>
<td>YES</td>
</tr>
<tr>
<td>Tue, Feb 06</td>
<td>Fri, Jan 01</td>
<td>Post, are you vegan?</td>
<td>All Campus Users</td>
<td>YES</td>
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</tbody>
</table>
RATING & REVIEWS

Sweet Onion Chicken Teriyaki

Ordering Experience:

Meal Satisfaction:

Considering quality and price, was your purchase a good value?

Yes

No

Cold Chicken Wrap

My sandwich had too much mayo.
DASHBOARDS & ANALYTICS
# Nutrition & Dietary Information

## Oven Roasted Chicken

Skinless breast of chicken served between slices of bread, on a bun, or on a roll.

### Flags
- Halal
- Nut Free
- Gluten-Free
- Kosher
- Contains Nuts
- Contains Seafood
- Non-Dairy
- Soy-Free
- Fat-Free
- Cholesterol-Free
- Sugar-Free
- Organic

### BREAD

<table>
<thead>
<tr>
<th>Item</th>
<th>Details</th>
<th>Price</th>
</tr>
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<tbody>
<tr>
<td>White</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Honey Oat</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hearty Italian</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9 Grain Whole Wheat</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Herb &amp; Cheese</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flat Bread</td>
<td></td>
<td>$5.99</td>
</tr>
</tbody>
</table>

**PREVIOUS**

**NEXT**

### Nutritional Information

- **Calories**: 500 kcal
- **Fat**: 20g
- **Cholesterol**: 10mg
- **Sodium**: 300mg
- **Carbohydrates**: 120g
- **Fiber**: 10g
- **Sugar**: 10g
- **Protein**: 35g
LOYALTY & INCENTIVES

- POINTS FOR ENGAGEMENT
- GAMIFIED CHALLENGES
- INFLUENCE BEHAVIOR
Incentives & Rewards... the GenZ problem
Let’s talk a bit about some of our “new” customers...
A little about Gen Z

• Born between mid 90s and 2010
• Between 4-19 years old
• More than ¼ of the population
• Spend nearly every walking hour on-line – especially on social networking channels

• Tech savvy, and heavy mobile users
• 46% are connected 10+ hours and check social accounts as much as 100 times per day
Hard to believe? I asked my daughter...
Gen Z is more impactful than you might realize...

- The largest and most diverse generation in history
- They will represent 40% of consumers by 2020

The “Pitovals”
- These are not “Millennials on steroids” – they have a very unique identity
- Have lots in common with their grandparents...
- Conservative views of money, education, personal achievement
- Earnest, hardworking and driven.
- They value … value
- Very concerned with privacy/security
From my inbox... *this morning*

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Gen Z enters the economy

Chad Stith

Wednesday, April 10, 2019 at 8:19 AM

Show Details

**Gen Z enters the economy**

And they want different things than the millennial generation.
Gen Z is not only influencing *what* we buy... they’re influencing *how* we buy

While they’re driving the revenue growth in digital and mobile commerce, they’re also *reshaping* it.
For Example...

It’s been said that Millennials are more likely to share personal information than Generation Z, such as detailing their lives in Facebook statuses. With safety and security held at great importance, Generation Z are more likely to gravitate towards social platforms like Snapchat where the media is only available for a certain amount of time as opposed to websites like Twitter where Tweets are permanent unless deleted.
Facebook’s Mark Zuckerberg says he’ll reorient the company toward encryption and privacy

By Elizabeth Dwoskin
March 6

Facebook, which for a generation has encouraged billions of people to post pictures, is trying to reinvent itself as a place for private communications.

Chief executive Mark Zuckerberg on Wednesday announced a sweeping reorientation toward privacy, explaining in a lengthy essay posted to his account that he would spend the coming years focusing the company’s distinct apps — WhatsApp, Instagram, Messenger, and Facebook — on content that is encrypted, meaning data is scrambled so that outsiders, and even Facebook, cannot read it. But the shift, which shows how the embattled company is positioning itself for an uncertain future marked by consumer distrust, declining growth on its core social network and ongoing fights with regulators around the world, could cause an upheaval in Facebook’s business model of mining people’s information to show them ads.

While offering few specifics, Zuckerberg said the company would move from being a social network where people broadcast information to large groups — a town hall — to a service that is modeled after a living room,

“As I think about the future of the internet, I believe a privacy-focused communications platform will become even more important…”
So it’s shouldn’t be a surprise ....
Rethink your approach to loyalty

“Our research shows that trying to gain the loyalty of Gen Z via traditional loyalty programs... is a losing battle.”
# Incentives and Rewards in Mobile Ordering

## Points

You can assign points to:

- Locations
- Items
- Modifiers

## Challenges

Some app activities also earn points:

- Referring a friend
- Rate and Review
- Open Streak

## Contests

You create contests - users spend their points to enter.

- Points per entry
- Total entries
- Entries per user

When the contest reaches its max entries, the system will help you draw a winner.
Incentives and rewards

Is this the end state for incentives and rewards?

No. But we think it’s a great place to start (and it’s important to *get started*).
Santa Clara University is nestled in the heart of Silicon Valley in Santa Clara, California. A nationally recognized Jesuit, Catholic university, Santa Clara has a combined graduate and undergraduate population of approximately 8,800 students.
Santa Clara Dining Services Remodel: Before
Santa Clara Dining Services Remodel: After
Dining Services Remodel: Before
Santa Clara Dining Services Remodel: After
Santa Clara Dining Services Remodel: Before
Santa Clara Dining Services Remodel: After
Santa Clara Transition to Self-Service

• **FY 2017-2018**
  - 17 Point of sale registers
  - March 2018 – 109,000 card transactions (40% mobile – all venues)

• **FY 2018 – 2019**
  - 4 Registers
  - 14 Kiosks
  - March 2019 – 121,000 card transactions
    (5% mobile – Coffee only)
Santa Clara Dining Services Kiosk and Peripherals
Mobile Ordering @ Santa Clara – University Branded Mobile App

![Santa Clara University Mobile App Screenshot]

**BENSON CENTER**
- Mission Bakery
  - Open until 8:00 PM
- Pacific Rim
  - Alpha Testing
- Pacific Rim 2
  - Alpha Testing
- Mediterranean
  - Alpha Testing
Mobile Ordering @ Santa Clara – Order Pickup
Mobile Ordering @ Santa Clara – Customer Ratings

<table>
<thead>
<tr>
<th>Restaurant</th>
<th>Service</th>
<th>Food</th>
<th>Service</th>
<th>Food</th>
<th>Count</th>
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<tr>
<td>540</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0</td>
</tr>
<tr>
<td>Barrio</td>
<td>0.00</td>
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<td>0.00</td>
<td>0.00</td>
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<tr>
<td>Cadence</td>
<td>4.33</td>
<td>4.67</td>
<td>4.67</td>
<td>4.67</td>
<td>3</td>
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<tr>
<td>Fine</td>
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<td>0</td>
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<tr>
<td>La Parilla</td>
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<td>0.00</td>
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<td>0.00</td>
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<td>Mediterranean</td>
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<td>Mission Bakery</td>
<td>4.66</td>
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<td>26</td>
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<tr>
<td>Pacific Rim</td>
<td>0.00</td>
<td>0.00</td>
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<tr>
<td>Pacific Rim 2</td>
<td>0.00</td>
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<tr>
<td>Side Bar</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0</td>
</tr>
</tbody>
</table>
Mobile Ordering @ Santa Clara – On-Time Status
Mobile Ordering @ Santa Clara – New User Registrations

NEW USER REGISTRATIONS BY DAY

- Mon Apr 1: 8
- Tue Apr 2: 7
- Wed Apr 3: 3
- Thu Apr 4: 10
- Fri Apr 5: 0
- Sat Apr 6: 0
- Sun Apr 7: 0

Powered by ZingChart
Mobile Ordering @ Santa Clara – Orders by Hour
Mobile Ordering @ Santa Clara – Revenue by Day
Mobile Ordering @ Santa Clara – Orders by Customer

NUMBER OF ORDERS

- One: 20%
- Two: 14%
- Three: 6%
- Four: 6%
- Five: 5%
- Six: 4%
- Seven: 6%
- Eight: 2%
- Nine: 2%
- Ten+: 35%

Powered by ZingChart
## Mobile Ordering @ Santa Clara – User Statistics

<table>
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<tr>
<th>Metric</th>
<th>Percentage</th>
<th>Metric</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Total Users</td>
<td>1,547</td>
<td>Added Payment Card</td>
<td>99.9%</td>
</tr>
<tr>
<td>Placed an Order</td>
<td>51.6%</td>
<td>Added Payment Card</td>
<td>99.9%</td>
</tr>
<tr>
<td>Avg. # of Orders</td>
<td>5.1</td>
<td>Avg. Lifetime Spend</td>
<td>$23.60</td>
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<tr>
<td>Ordered This Week</td>
<td>23.5%</td>
<td>Ordered This Month</td>
<td>23.5%</td>
</tr>
<tr>
<td>Ordered in Last 7 Days</td>
<td>23.7%</td>
<td>Ordered in Last 30 Days</td>
<td>40.5%</td>
</tr>
<tr>
<td>Online This Week</td>
<td>38.6%</td>
<td>Online This Month</td>
<td>38.6%</td>
</tr>
<tr>
<td>Online in Last 7 Days</td>
<td>40.9%</td>
<td>Online in Last 30 Days</td>
<td>68.2%</td>
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<tr>
<td>Avg. Challenge Level</td>
<td>1.7</td>
<td>Avg. # of Challenges Completed</td>
<td>4.1</td>
</tr>
<tr>
<td>iOS</td>
<td>90.3%</td>
<td>Android</td>
<td>9.7%</td>
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</tbody>
</table>
Thank you!

Please contact us with any further questions you may have:

Nirmal Palliyaguru: npalliyaguru@scu.edu
Chad Stith: chad.stith@blackboard.com
John Diaz: john.diaz@blackboard.com