Driving Customer Engagement

Considering the complete payment ecosystem when launching loyalty, online ordering, and commerce beyond the campus
Why am I attending this learning lab?
Overview

- In the fall of 2018, DishOut and Rutgers launched mobile ordering and loyalty and rewards solution
  - Student experience
  - Technical requirements
  - Launch process
  - Lessons learned
  - Open discussion
Technical Requirements

- User mobile experience should be driven from the school app
- Single Sign On (SSO)
- Loyalty and rewards for all transaction types
  - Mobile – On and off campus
  - On and off campus card present transactions
- POS integration
- Lead and launch with on campus locations
- Tax rules for students and faculty
- Meal plan equivalency
Launch Process

- Development Needs and schedule
- Phase 1, 2 and 3 Locations
- Dining Management buy-in and training
  - Setting goals
- Staging Orders
- Cashier training
- Marketing
  - Videos
  - Staging orders with ToGo bags
Discussion Questions

- What are you doing to engage your campus cash customer base?
- Do you have existing processes for evaluating and deploying new technology for your campus card?
- As a consumer, what are the key factors in convincing you to join a loyalty program?
- As a consumer, what are the key factors in convincing you to use a merchant’s mobile and online ordering solution?
Thank you!