

MENU Solution Update

March 2022

Insights



Winning the game of delivery marketplace integration

Find out how you can take advantage of sales via delivery marketplaces while keeping full control of all the operations.

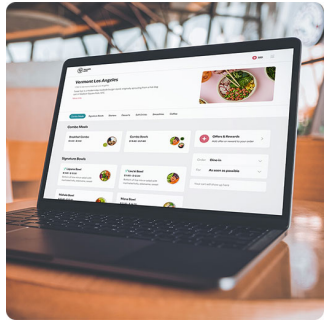
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4 Ecommerce Trends that Restaurants Can Adapt from Retail

Explore what will be shaping e-commerce in 2022, along with some recommendations on how to prepare your restaurant brand.

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Burning loyalty questions answered for you

Building an effective loyalty program, getting approval from the stakeholders, keeping everyone involved, and achieving desired results is not an easy task. Check out the answers to some of the FAQs.

[Learn more](#)



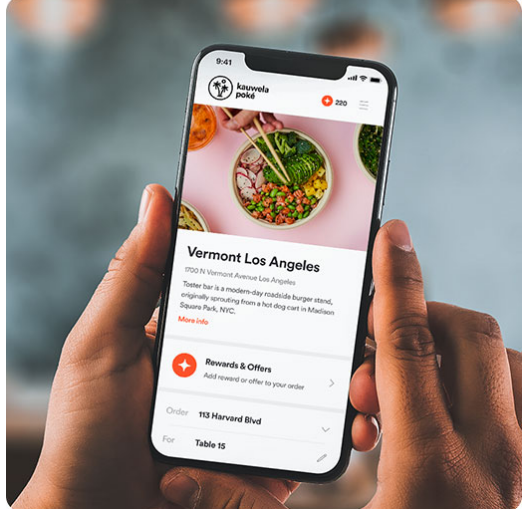
Success story with Tommi's Burger Joint

Find out how MENU supports e-commerce experiences for the fast-growing gourmet burger brand with Icelandic roots.

[Learn more](#)

Product corner

Launched



Web App: Direct linking for table numbers

Optimize your customer experience by allowing users to have the table number automatically entered upon landing on the menu page.

Mobile: Store Finder 2.0

To improve the store selection experience, we're launching a new version of the Store Finder, which more prominently highlights the map view and geographical location of stores for users, and no longer requires upfront order type selection.

Web app: Loyalty receipts

To have a full overview of loyalty history and transactions, your customers can now see how many loyalty points they have earned or used for each order on the order history screen.

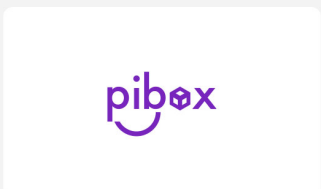
Demographic data: identification number and company name

To collect customer identification number and company name in markets where required, you can now activate Identification Number and Company Name fields to be presented to customers, and confirmed by them, in the sign-up flow, as well as in the Checkout flow.

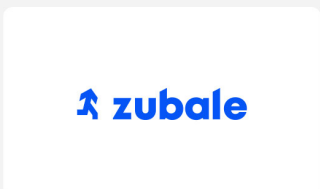
Integrations



Freedompay
(Payment - USA)



Pibox
(Delivery Service Provider - Colombia)



Zubale
(Delivery Service Provider - Colombia)



Coming soon

Customization Centre: Branding Management

Make over-the-air updates to your branding / visual identity, including core colors and typography.

Kiosk: Ensuring accessibility to individuals with disabilities

Accessibility improvements are coming up in order to make improved navigation capabilities with screen readers and screen-reading technology for convenient use and compliance with related regulations.

CMS: Order refund

If there's any issue with a placed order, you will be able to perform a full or partial refund through the CMS.

Meeting local fiscal requirements supported by Fiscal API

MENU will enable an open API to connect the MENU platform to fiscal providers, in order to meet local fiscal requirements for processing in-store and/or eCommerce transactions. Direct Fiscal integrations are only required if POS integration does not meet local standards.

Reward customers for Referrals

Allow customers to get benefits after inviting new users to the Mobile or Web app who place their first order.

Smart App Banner: Convert users from Web to Mobile App

Incentivize users to download Mobile app with a Web app banner directing them to install the app.

[Get in touch](#)



MENU Technologies, Zählerweg 5, Zug, Switzerland

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