

Smart Engagement with AI

Using Predictive data analytics to
Improve your F&B business

Big data analytics is important to the F&B industry, as it provides insights into what consumers think of your brand, your service, and your quality, allowing you to take immediate action.

What is AIM@F&B?

AIM@F&B is the one-stop data analytics solution tailored for F&B. With customizable packages offered at an affordable price, AIM@F&B brings you deeper insights into your business and reduces the reliance on manpower and guesswork regarding your customers' wants and needs.

Proactively attract customers

- Targeted engagement
- Engagement through discovered behaviour
- Use discovered preferences to improve hit rate

Increase hit rate by 20%

Introduce an all-new sales channel

- Use mobile to reach out to new customer segments
- Accept orders without waiting staff
- Accept payment without cashier

Improve productivity by 30%

Why use AIM@F&B?

- Digitize your operations and enable customers to self-order and pay
- Use predictive analytics to better visualize and discover customer needs, behaviour and values, to transform business and deepen relationships
- Increase profitability and customer retention by improving insight and creating automated workflows that enhance decision-making

Encourage repeat customers

- Use artificial intelligence to predict customer lifetime value
- Improve cross-selling revenue
- Improve profitability of loyalty program

Improve profitability by 20%

AIM@F&B® Smart Suite for F&B Business

Enabling you to get, grow & retain your customers

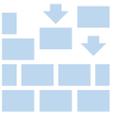
- Mobile ordering
- Order fulfilment
- Dashboards (Control Panel) enables management to monitor business
- One-click interactive segment chart for sales & marketing team to identify sales opportunities across customer segments, identify target markets & create effective promotions
- AI discovery of lifetime value segments, cross-selling opportunities, and prediction of customer purchase patterns
- AI-enabled loyalty management to increase customer loyalty

How AIM@F&B works to transform your business



Proof & Statistics

- 50% of consumers like to use mobile for ordering and payment
- Consumers do not like to wait for more than 5 minutes for their order to be taken
- Consumers do not like to wait in a queue for more than 3 minutes when making payment
- With this solution, you can:
 - know individual customer dish preferences
 - identify individual customer life time value
 - engage different customer segments with targeted promotions



Our promise to you

Enjoy improved business and improved employee productivity through excellent business analytics, mobile ordering, mobile payment, and fulfilment.

An offer to get you started

- Connect with high lifetime value customers to improve return rates
- Save manpower needed to engage customers by more than 20%

Tangible business benefits

- Improve customer satisfaction by 20% through fast response rate
- Increase retention rate by 20% through stronger and targeted customer connection

Why choose AIM@F&B?

AIM@F&B is your virtual order taker, cashier, customer engagement officer, and operations managers rolled in one.

With real-time data and analysis, the solution fosters stronger customer connections and enhances overall productivity.

Equipped with an artificial intelligence engine, the solution uncovers business insights that will transform your business, improve customer service, improve cross-selling, and guarantee higher customer retention rates.

