



# Dynamic Mobile Ordering Features to Increase Revenue on Your Campus

Many mobile food ordering apps include locations, menus, and nutritional information — however, students' expectations have been elevated. Here are 7 compelling features that will help meet their demands and increase revenue on your campus using Transact Mobile Ordering.

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## 1 Go cashless & allow students to order anytime, anywhere

When selecting their favorite campus restaurant and paying for their order on their phone, students can use campus funds, including credit/debit cards, stored value accounts, meal plans, and more.



## 2 Easy upselling every time



Would you like fries with that? Increase revenue with easy upsells! Suggest a relevant item on the checkout screen based on what's in the cart, the time of day, or the payment method.

## 3 Create a customer loyalty program

Allow students to earn rewards through a gamification-style program, encouraging them to interact with the app. In addition, use digital punch cards to promote repeat business.



## 4 Use targeted promotions & incentives



Offer special discounts to a specific group of users to create a personalized customer experience. Trigger the right message, at the right time, to the right user.

## 5 Keep students up to date with campus events & more

Send messages & push notifications about special events, new menu items, weekend offers & seasonal discounts to all or part of the campus community.



## 6 Easily manage menu items in one place



When integrated with Cloud POS, efficiently manage your menus in a single instance and view aggregated reporting for enhanced analysis.

## 7 View data metrics to make informed decisions

Get detailed data metrics to improve operational efficiency and throughput including: cohort analysis, messaging, upsell conversions, menu browsing behavior, customer demographics, cart abandonment rates, and ordering analysis.



Request a demo to see Transact Mobile Ordering in Action!

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[TransactCampus.com/mobileordering](https://TransactCampus.com/mobileordering) 

Get in touch with our experts for more information:  
Phone: (866) 259-6296 Email: [info@transactcampus.com](mailto:info@transactcampus.com)

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