

A hand holding a smartphone is the central focus, overlaid with a semi-transparent blue filter. The background features a network diagram of interconnected squares and lines. The text 'New Feature Overview' is centered in white.

New Feature Overview

High Level Benefits

- Improved Flow
- Modernized User Experience
- Lightning Fast Loading Speeds
- Customizable iPhone, Android & iPad Previewers
- New & Improved Custom Analytics
- **Any and all additional features will only be supported on NextGen**

Social Features

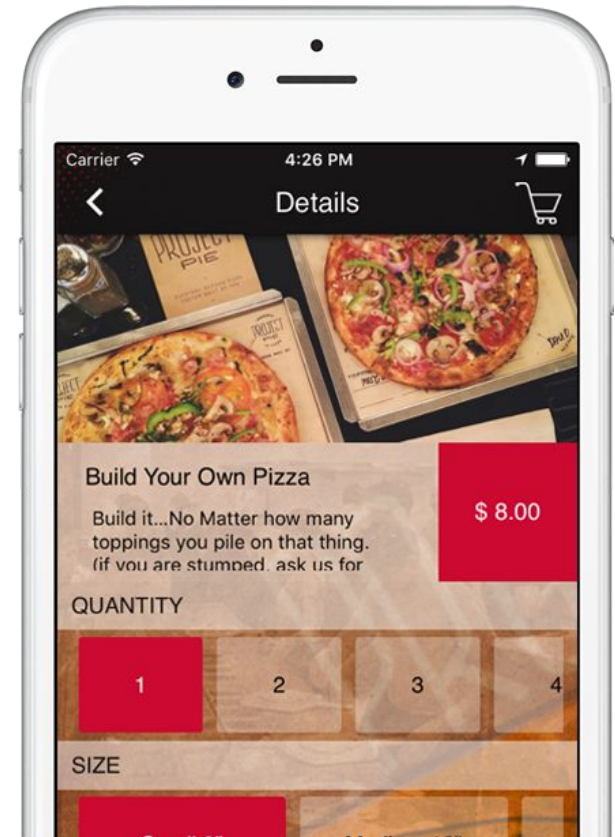
- Around Us: Highlight businesses or locations with a specialized map view displaying points of interest.
- Call Us: Easy, one-touch calling.
- Contact: Combined call, email, and directions capabilities, plus social integration and more!
- Direction View: One-touch directions.
- Email Form: Customizable email submission forms.
- Email Photo: Quick photo send tool.
- Fan Wall: Comment board for customers & fans alike.
- Mailing List: Easy subscription-building feature.
- Messages: Push notification log.
- Social widget: Facebook and Twitter integration
- WuFoo Form: Direct integration for highly customizable email submission forms.

Promotional Features

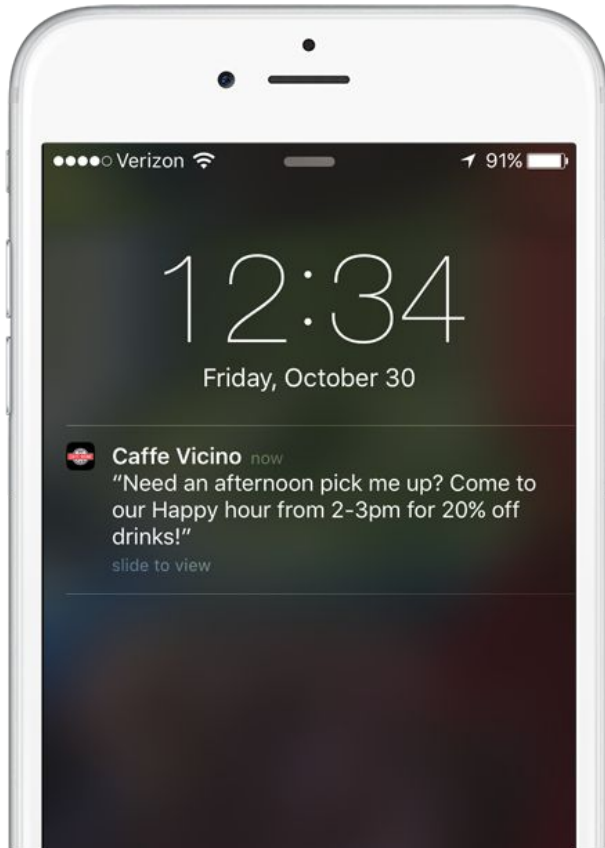
- Events: Showcase key info on events & promotions, track attendees, and post comments.
- Food Ordering: Seamless ordering with BrainTree integration for in-app payment.
- GPS Coupons: Allow users to check in at your location to unlock coupons.
- Loyalty: Highly customizable mobile stamp card.
- Merchandise: Sell products and take payment right through the app.
- QR Coupons: Give users QR redemption options by posting scannable QRs at your business.
- Reservations: Mobile booking feature allows users to set up appointments through the app.
- Tell Friend: Easy app-sharing by email, social media, or text.

Food Ordering Feature

- Place ordering power in your customers' hands.
- Accept multiple orders at once.
- Manage updates to menu items, pricing, availability, and delivery options easily online.
- Accept payment in-app - give your staff more time to focus on delivering great food and service, while spending less time processing payments.



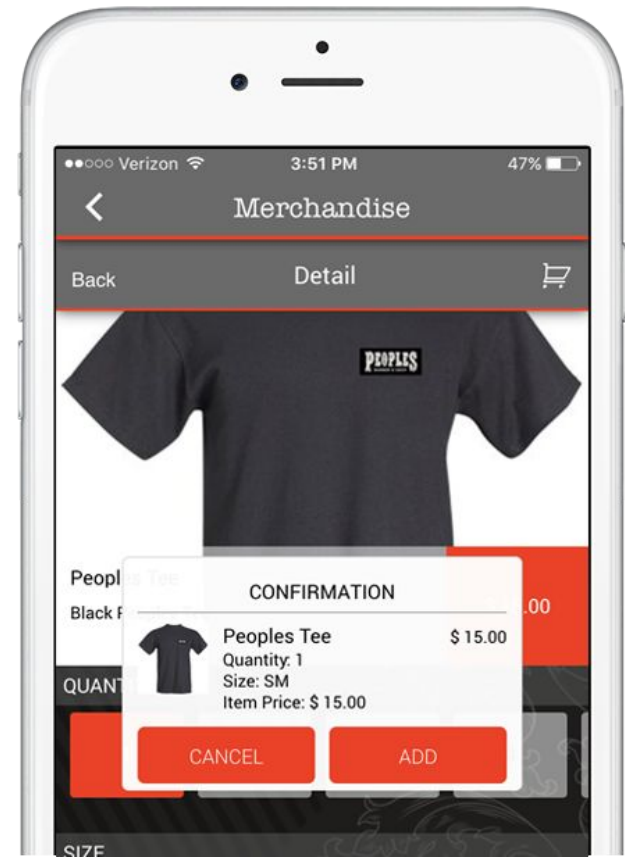
Push Notifications



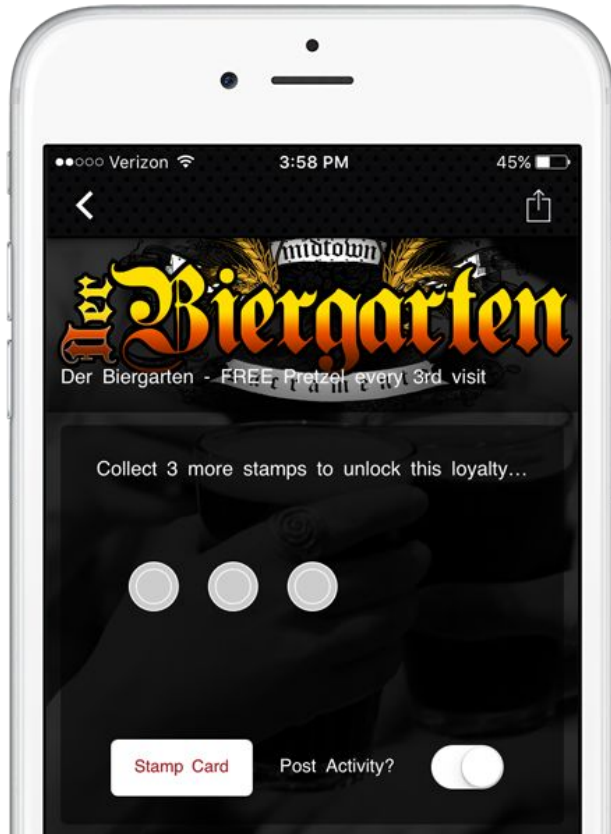
- Unlimited push notifications allows you to send exclusive messages directly to your customers' phones - they'll never miss out on an event, special, or sale again.
- Target customers based on their location or proximity to your business using our geo-fencing feature.

Merchandise

- Build your own marketplace or integrate your online store with your app.
- Customize item photos and descriptions.
- Accept payments in-app, and set delivery fees and tax rates.
- New delivery options including pick-up and virtual delivery.



Loyalty Programs



- Over are the days of your customers digging through their wallets, attempting to find that worn out stamp-card that they lost months ago.
- Reward your repeat customers by typing a customizable loyalty program code directly into their phone, adding “points” to their virtual loyalty card.

Appointments

- Book a reservation at your favorite restaurant.
- Schedule a haircut at your local salon.
- Book a massage for your weekend getaway at the spa.
- Whatever your appointment scheduling need, we'll help you get more business on the books.



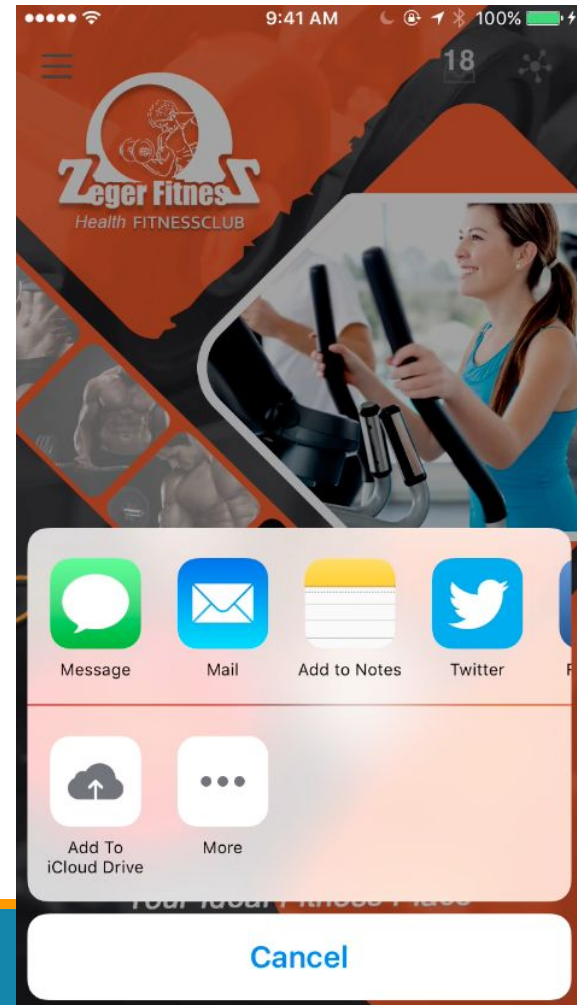
Contact Feature

- Switch between the location based and directory based modes.
- Website, Call, Directions, and Email buttons are optional.
- Left and Right images are buttons that can link out to other features or websites.
- Ability to use custom headlines. These can link to its own description information, other feature in the app, or a web URL!



Share Sheets

- **iOS Share Sheets** allow you to customize the in-app sharing functionality to specifically populate with what you or your client want to share.
- Link out to your Apple Store, Google Play Store or HTML5 link for users to download your app.



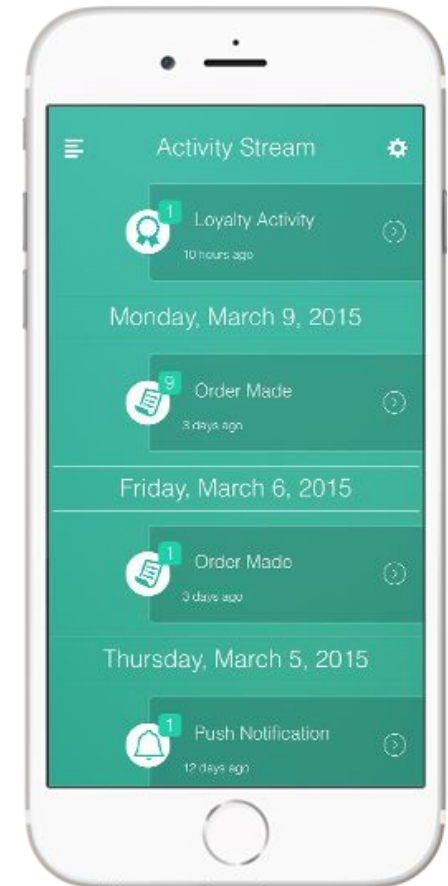
Analytics

- Track usage and engagement metrics like downloads by device type, app sessions and average time in app.
- Capture important user demographic info, giving you more insight into your customer base than ever before
- Monitor feature usage to inform future revisions to your app



Skipper

- Connect and manage, contact customers
- View your userbase - see where your users are located around the world.
- See all orders that are made for your business on the go.
- See how many users use your app and how they interact.
- Advanced location based push notes.
- View how users redeem coupons from your business' application.
- View scheduled reservations and more!
- Download Skipper here: <http://www.skipperapp.io/>





QUESTIONS & **ANSWERS**