

May *Issue*



Mega
mealzo
Magazine

Inside: Exclusive offers!

Reviews:

How important are they for your business?



Every takeaway, restaurant and café since the dawn of the internet has faced the same opportunity, and often hindrance: **customer-based reviews**. Why should you listen to them? Do they really have an impact? And what can you do to use them to your advantage?

What is the point of a review?

A customer's review, whether commented on a post from your business' Facebook page, a rating on TripAdvisor, or even as a post on TikTok, is an essential point of critique or praise that can bring or stop more traffic to your website, and in turn affect your orders. Getting that elusive five stars is as important as acknowledging the one star negative comments.

What can I do about negative reviews?

The unshakable truth with reviews is you can never avoid negative reviews. But there are ways to neutralise their impact. Firstly, if a similar theme appears in your reviews, identify these common pain points to address them. Secondly, how you respond to these reviews online is essential. A professional approach is needed to ensure a comfortable resolution to the conflict, rather than giving an aggressive response which will only harm your reach with other customers.



How can I get more positive reviews?

In short: make it easier for your customers! From the point they are satisfied with your business, you can make it easier for them to create a positive review for more to see. By encouraging your customers to leave a review in the restaurant, or packing a small card with a QR code to your socials encouraging them can work wonders. If all else fails, share the positive reviews you get on social media to encourage others to talk about their experiences!



Still not sure?

With Mealzo, we make it easy to manage your customer's reviews of their experience, from social media and Google profile management to NFC Google Review Stands. It's the right time to begin caring about your reviews!



Push Notifications: Help or Hindrance?

A push notification is a message generated by an app on a customer's phone to update them on posts, offers, alerts and more. With the average adult in the UK receiving 46 push notifications a day, it's important you know what they are, what they can do, and whether they can help your business!

"Recipes" Would Like to Send
You Notifications

Notifications may include alerts, sounds and icon badges. These can be configured in Settings.

Don't Allow

Allow

AMERICAN DINER
CLASSICS

Recipes. 2 Tips and tricks.

Why should I use these?

Push notifications could be a useful tool for you boosting your business. Since they can be used to send images as well as key information in short form, enticing customers to book a table, place orders, or check out your latest post beneficial to any business. These messages also get higher engagement than email or text marketing by as much as 45%, so you can turn a tap into an order within seconds.



What's the downside?

There is only one: saturation.

As your customers have so many notifications coming in, you need to ensure that your usage of push notifications is specific, sporadic, and not invasive on their time.

Using these messages sparingly is just as important as their message, because when a customer mutes your notifications, that's it!



The modern marketing tool

Using push notifications will increase your online orders and in turn increase your revenue with a low-cost, stress-free solution. If you are a modern takeaway or restaurant with an app, this is a key tool you need at your disposal!





FROM MILD FAD TO HOT TREND: THE ORIGINS OF PERI PERI

Peri Peri sauce, also known as Piri Piri, or Pili Pili in Swahili, was born in Mozambique. Made with the South American native African Bird's Eye Chili brought over by Columbus in the 15th Century, this sauce has become a staple in the 21st century for chicken shops and takeaways in general. So why now? Why did it become so popular?

Breaking the UK

In the 20th century, British culture began being bolstered by more and more spicy offerings than the traditional fish and chips from South Asian, Chinese and flavours from across the world. Peri Peri only began in the UK with the first ever Nando's restaurant in Ealing in 1992. Fast forward 33 years and there are hundreds of businesses that experiment with the same flavours to bring that Peri Peri taste to everywhere from the highlands of Scotland to the streets of London.



The taste is everything

Part of this sauce's success is that it has adapted over the years. While always having that signature heat, you can find variants of this sauce going from the mildest lemon and herb offering to the hottest ever packing more chillis. From chicken being marinated in the sauce to adding it to a smash burger, there is now a peri peri sauce for every takeaway dish.

What does this mean for me?

For those not in this particular Peri Peri game, this can be huge for you and your customers. With its name recognition, incredible popularity, and many tested and trusted flavour combinations, your business would be wise to trial this sauce if appropriate for your menu.

