



Champion Program Tutorial

This guide is an overview of the CityCheers SuperApp Champion Program

Meet CityCheers

CityCheers is making waves in the hospitality industry with an unprecedented move that is set to redefine the landscape.

By combining communication, streamlining the check-out process, and access to third-party services all within a single user-friendly platform, CityCheers is setting a new standard for convenience, efficiency, and security.

CityCheers gives restaurants the ability to connect with their customers and drive repeat business - while also solving the incredible inefficiencies of the customer payment process.

Meet CityCheers

Thousands of people that live and work in your area already know and love your venue.

You have daily specials, big games, promotions, and events happening, but do you know how do you reach your patrons?

With CityCheers, you can send Dining & Entertainment Alerts directly to thousands of your patrons, whenever you want for Free!

The Hospitality Super App

Features and Services are provided by CityCheers

CityCheers is providing a million dollar app to every venue all its features and widgets are included

- Waitlist, Loyalty/Rewards, Instant Gifting, Private Events, Catering, Feedback and JobLine to name a few

Hosting and Support Fees - included

- The hosting & security for the iOS and Android apps as well managing the online portal would typically cost \$50k /year

Full Access to the CC Connect Portal to manage your app and send weekly broadcasts

- Virtual Chalkboards: post your Daily Specials, Game Times, and Events.
- Dining and Entertainment Alerts: send messages directly to your patrons whenever you want
- Signature Food & Drinks: promote your signature food and drink items on your Venue Home Page

ExpressCheck Payment Solution

- Two-touch payments for servers and bartenders send the orders on the POS to the patron mobile devices
- Eliminates the process of processing credit cards – it's automated with ExpressCheck

How it Works

Objective:

Use the CityCheers Super App to turn one-time guests into loyal regulars

The CityCheers Connect Portal lets you send Dining and Entertainment Alerts directly to thousands of people that live and work in your area - driving repeat visits, group gatherings and an extra \$5,000–\$10,000 in monthly revenue.

To make this happen, you need your patrons to **Favorite** ❤️ your venue on the CityCheers Super App. The easiest way to do this is to encourage them to pay with ExpressCheck, when they do, your app is added to their Favorites and now they can receive your Dining & Entertainment Alerts.

With very little effort, your staff creates a direct line to thousands of people in your area and now we can bring them back more often. This is the easiest and most cost effective way to generate more money for everyone on your team.

**An increase of 10 patrons/day = 300/month X \$35 customer spend
generates \$10,000/month and \$120,000/year**

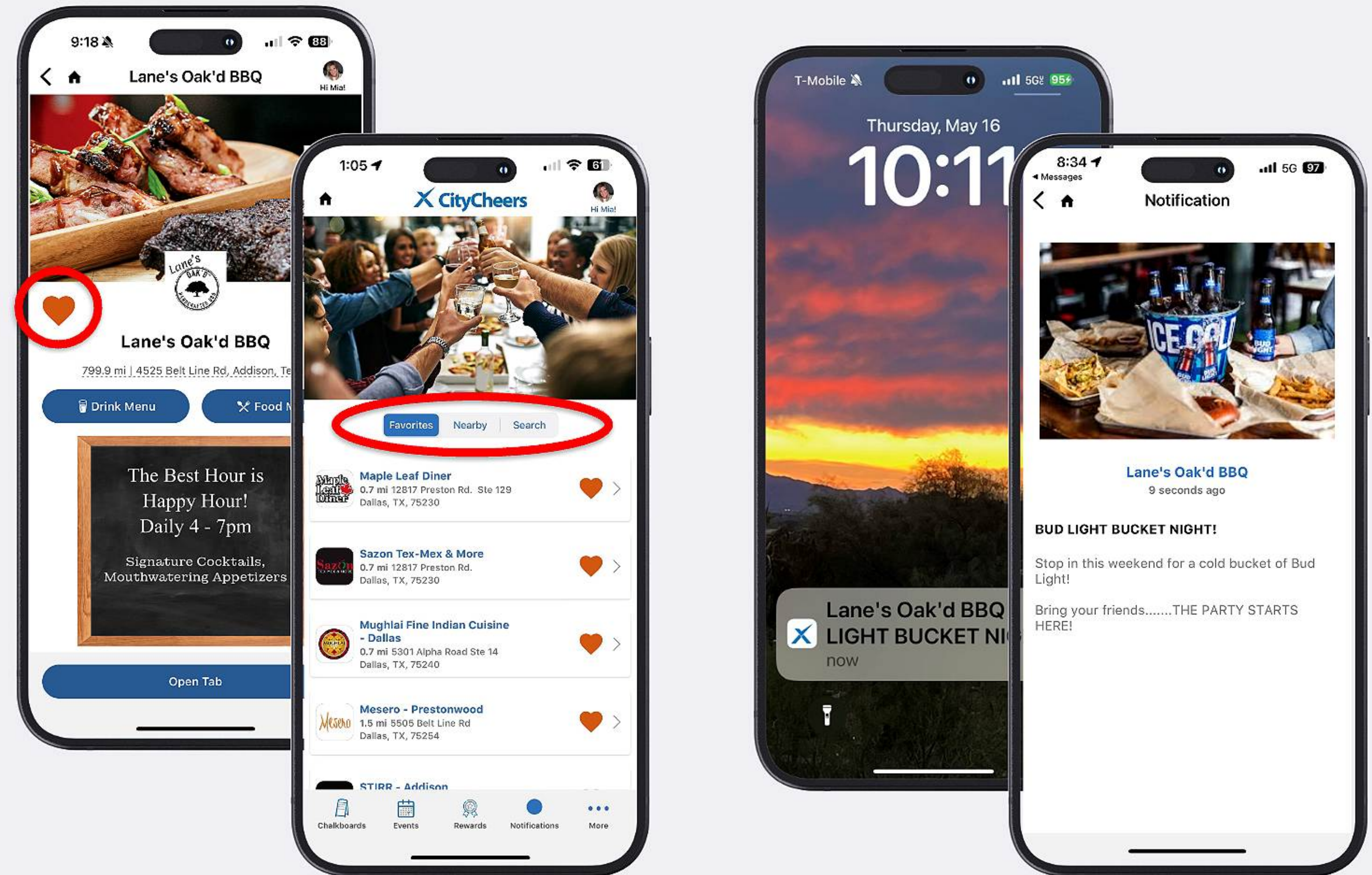
Broadcasts

Every restaurant gets their regulars to **FAVORITE** ❤️ their venue

When a guest Favorites a venue...

1. Venue is added to the guest's Favorites List on the app.
2. Guest can receive Broadcasts.

Retailer's post their Daily Specials, Game Times, Signature Items, and Events on their live streaming Virtual Chalkboards and Calendars of Events



This is how CityCheers gets guests to return more often and bring their friends

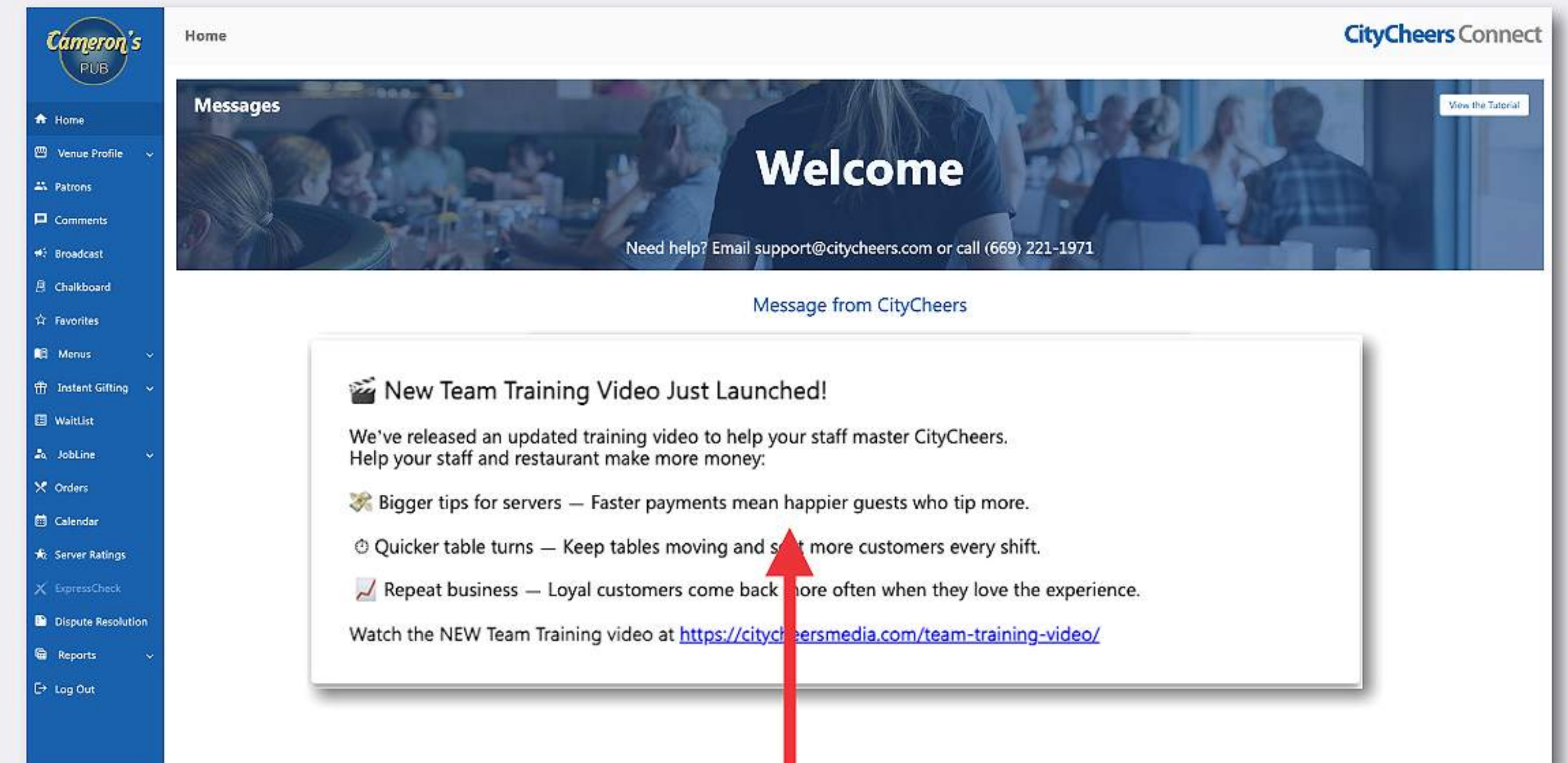
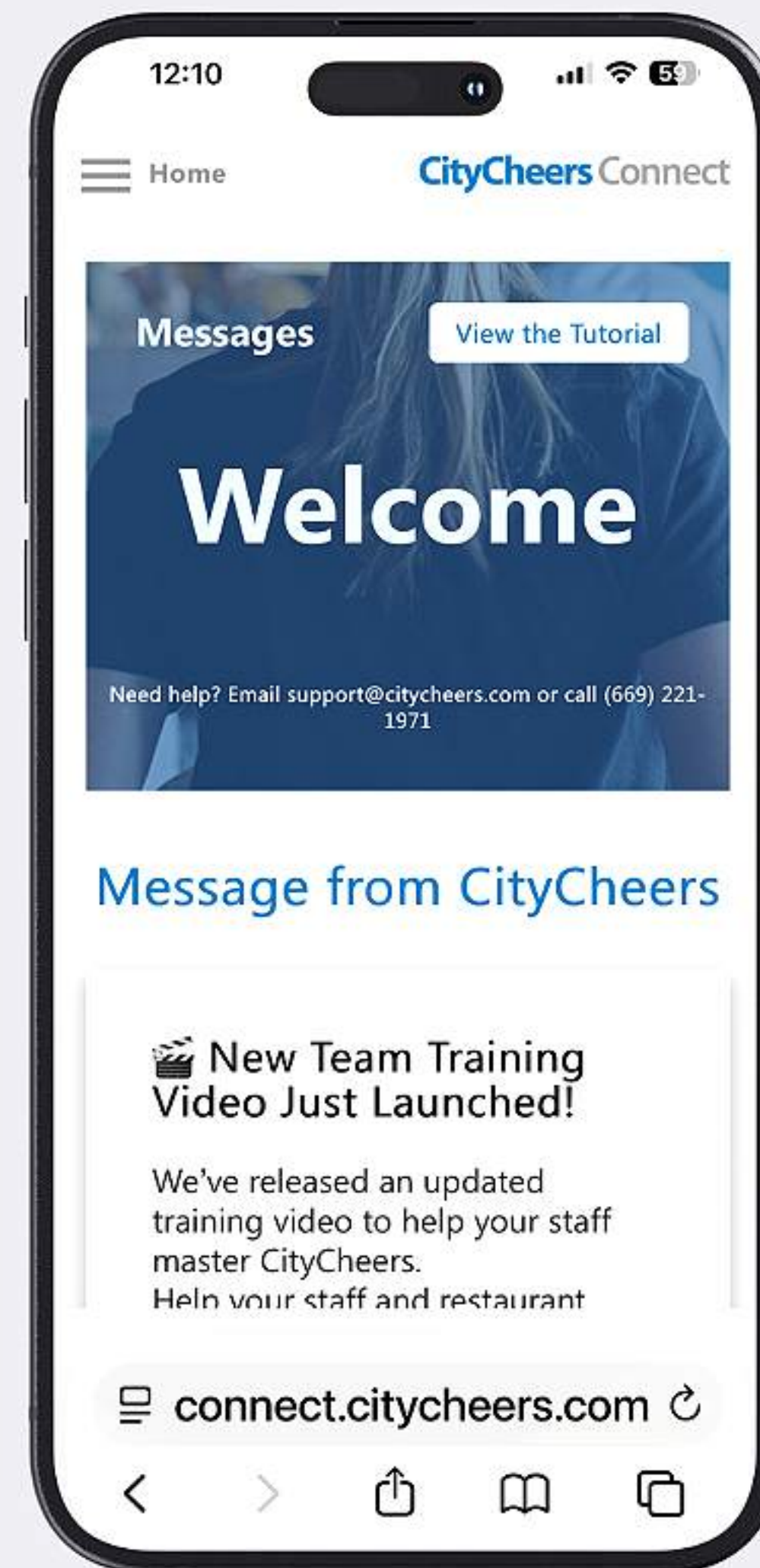
Connect Portal

The CityCheers Connect Portal gives you full control over your app experience. Update features, manage content, and reach your guests instantly with broadcasts and push notifications.

Your Customer Success representative will supply you with your login credentials.



Connect Portal can be accessed from a laptop, tablet, or mobile device



Explore new features on our Message Center

Access your Connect Portal at connect.citycheers.com with your name and the name of your restaurant, bar, or tavern. Questions? Email connect@citycheers.net or call (408) 831-6448. We're happy to help!

ConnectPortal - Broadcasts

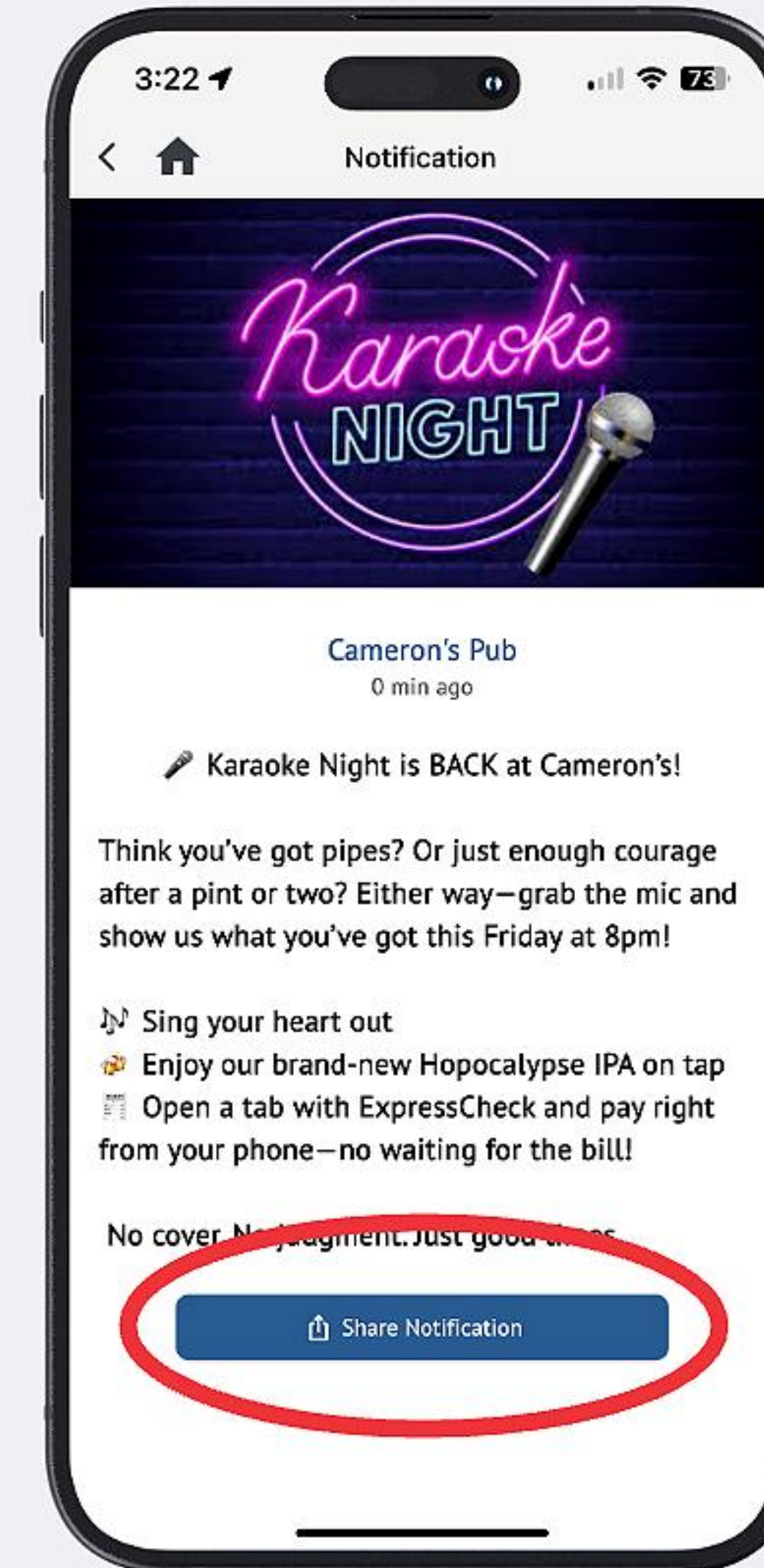
Champions can send Dining & Entertainment Alerts directly to your patrons

The screenshot shows the 'Broadcast' page in the ConnectPortal. On the left is a blue sidebar with the 'Cameron's PUB' logo and a menu: Home, Venue Profile, Patrons, Comments, Broadcast, Chalkboard, Favorites, Menus, Instant Gifting, WaitList, JobLine, Orders, Calendar, Server Ratings, ExpressCheck, Dispute Resolution, and Reports. The main content area is titled 'Broadcast' and 'Send a Cheer to your patrons!'. It includes a 'Send Via' section with checkboxes for 'Email (3408 patrons)' and 'Push (3408 patrons)', a dropdown for 'Who do you want to reach?' set to 'All', a 'Message Subject*' field, and a 'Message content' area with a rich text editor. The message content includes promotional text for 'Karaoke Night' and 'Hopocalypse IPA'. At the bottom, there are options to 'Send Now' or 'Send Later' with date and time pickers, an 'Expires Date' and 'Expires Time' section, an 'Attached Image' field with 'karaoke night.jpg', and a 'Send It!' button.

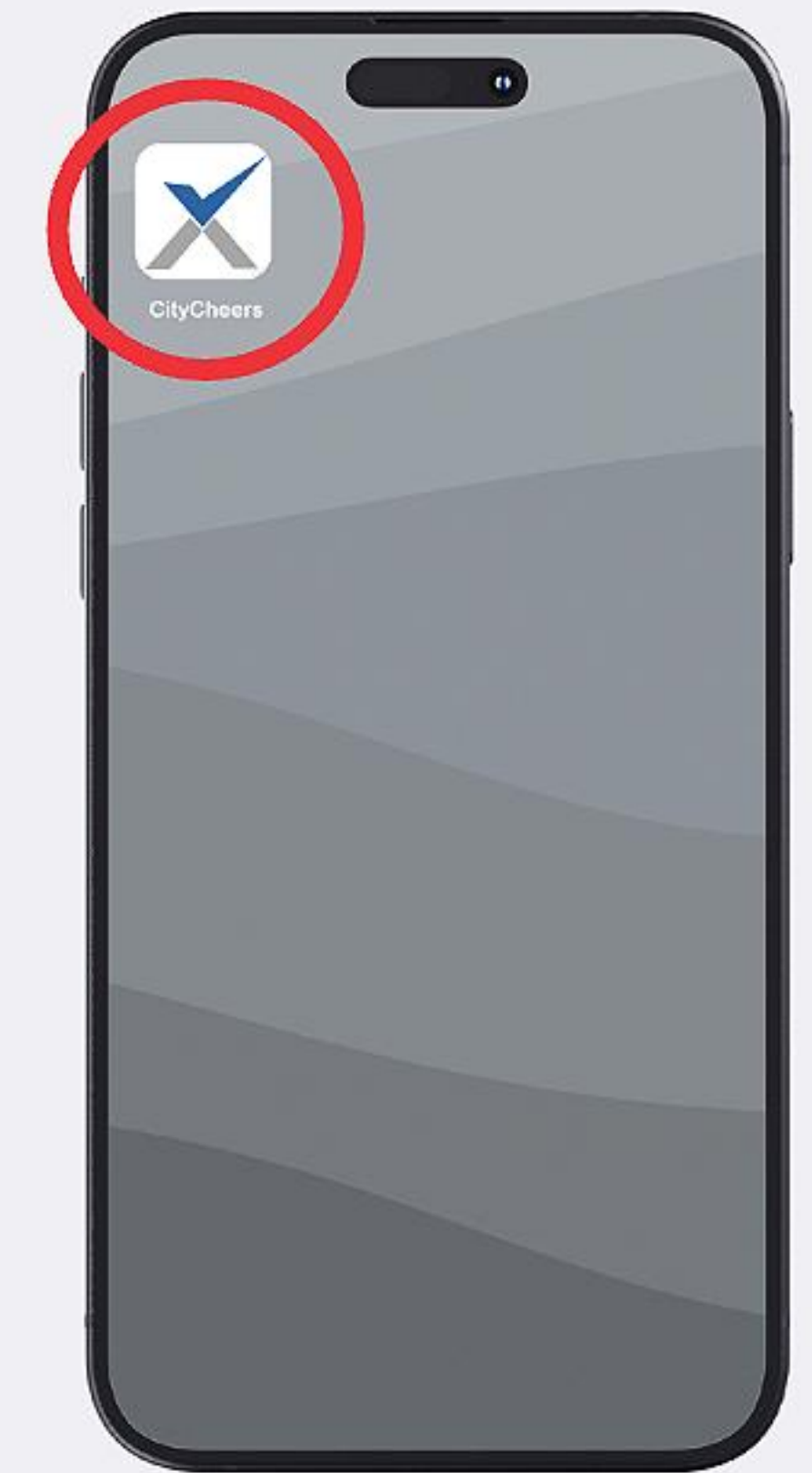
The Connect Portal can be accessed from any web browser



Shows up on all your patrons' phones.



Notification can be shared with contacts, making them your influencers.



If not open creates a badge

Broadcasts have two options: Send Now and Send Later. Rewards may be attached to a Broadcast.

ExpressCheck

The CityCheers App is fully integrated to your POS system

ExpressCheck offers the safest, fastest and most secure way to pay

Why handle people's credit cards - when your POS automates the payment process



ExpressCheck eliminates THE PROCESS of processing credit cards

How CityCheers Generates More Revenue

- 1. Automates Payments:** Bartenders and Servers no longer need to manually process credit cards
- 2. Patrons Pay on the App:** When bartenders no longer need to process credit cards, they can pour more drinks
- 3. Closing Tabs at the Bar:** Patrons can quickly pay at the bar, then open a new tab when they move to their table
- 4. The Patron's credit card is on the app:** Bartenders no longer need to hold credit cards to OPEN tabs
- 5. Tables Turns Faster:** When patrons pay and leave 5 to 10 mins faster, servers will cover more tables on each shift
- 6. No More Adjusting Tips:** ExpressCheck automatically injects the user's tip into the POS when they Pay on the app
- 7. Faster Service:** Patrons can't order anything on the app but they can ReOrder anything that you put on their check
- 8. Protects Against Walkouts:** Patron tabs can be closed on the POS even after the patrons leave
- the 20% tip is automatically added to the tickets - per the user agreement
- 9. Power outages or POS network issues:** No Problem. Patrons can still pay their tab on the CityCheers app
- 10. Reduce Paper costs:** No more printing receipts, they are saved on the app and emailed too
- 11. ExpressCheck Dispute Resolution:** Patrons can't perform chargebacks on this app
- 12. Drives Repeat Business:** The CityCheers App gets the regulars to return more often and bring their friends

Champion Program

More Traffic + Automated Payments = More Revenue



The primary focus of the Champion Program is for the Shift Manager to become the CityCheers Champion and take on the responsibility of managing two simple tasks...

Champion Responsibilities

The Champion's tasks

1. Ensures the staff hand out Menu Inserts
2. Manage the patron communications:
 - Send Dining & Entertainment Alerts
 - Update Virtual Chalkboards and Event Calendars

Management directs the staff to give each patron the Menu Inserts and encourages them to use the app to pay.



Shift Manager
Can be the Champion

Champion Incentives

Goal: Drive \$5,000- \$10,000 incremental monthly revenue

Champions take ownership in deploying your app to your patrons

Most Operators already have an incentive plan, but here's another option:

1. As sales increase by \$5,000/mo. pay them \$400 to \$500 monthly bonus
2. As sales increase to \$10,000/mo. increase them to \$800 to \$1,000 a month

Increase Guest Adoption



- 1 Tell every guest about CityCheers & ExpressCheck. Promote the \$5 Welcome Reward and Loyalty program.
- 2 When guests pay through the app, they automatically favorite you - helping you build repeat business and earn more.
- 3 Hand out server cards and ask guests to pay through the app.



*By simply handing out cards and encouraging guests to pay with the app, you'll turn regulars into loyal return customers & you will **MAKE MORE MONEY***

Next Steps

Your Success is Our Success!

- Call CityCheers to onboard your Shift Manager
- CityCheers will print/ship your Menu Inserts and other collateral
- CityCheers Onboarding Team will train your staff how to use the app and process payments

Support & Information

Technical Questions: Call the Help Line
(669) 221-1971 • (408) 377-5100

CityCheers Customer Success
connect@citycheers.net • (408) 831-6500

For more tutorials and videos
citycheersmedia.com/resources