



Helping local businesses turn every  
customer into champions



Read more about us here:

<https://www.straittimes.com/singapore/parenting-education/nus-graduates-not-waffling-on-new-business-idea-after-silicon-valley>



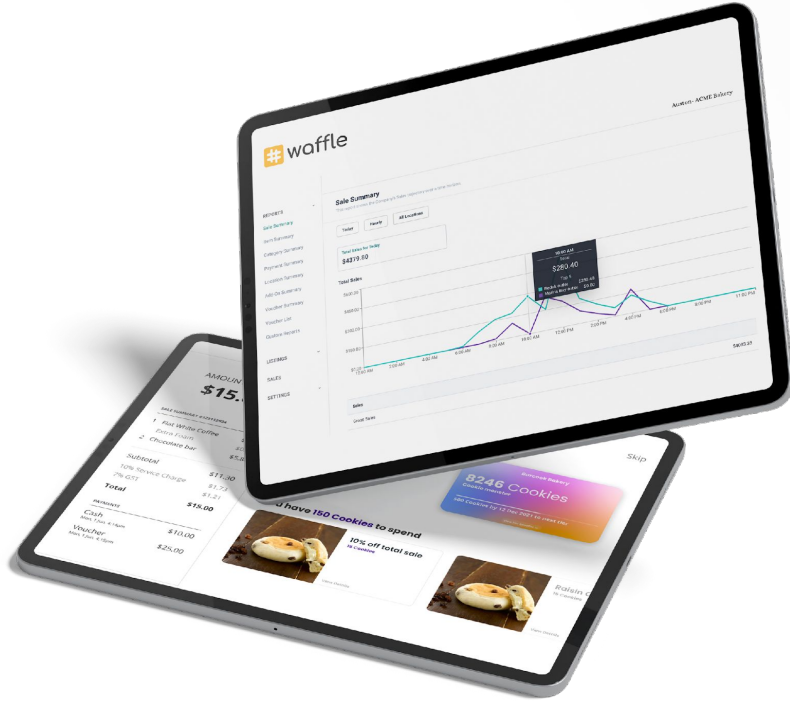
## Our Story

After spending some time in Silicon Valley and working at FnB Tech companies that served McDonalds, Carl's Jr, Jack in the box, Jamba Juice, and more, we were inspired to bring the innovation and technological magic we had seen in the US back home.

To **empower our local businesses** across SEA with tools to make running a business easy, and build meaningful relationships with their own customers 😊



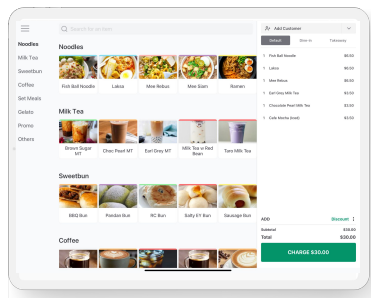




## # POS powered CRM

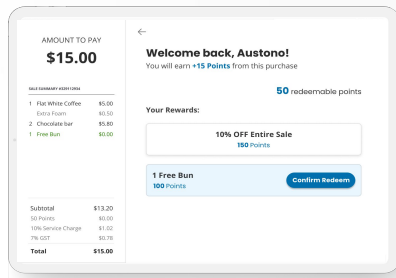
Help businesses **understand their customers at scale** so they can **easily retarget**, and delight to **turn them into champions**.

# # POS powered CRM to bring customers back, again and again



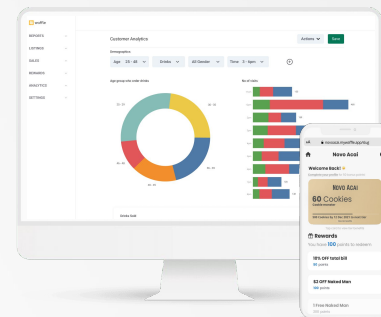
POS

**Stupidly simple to use**



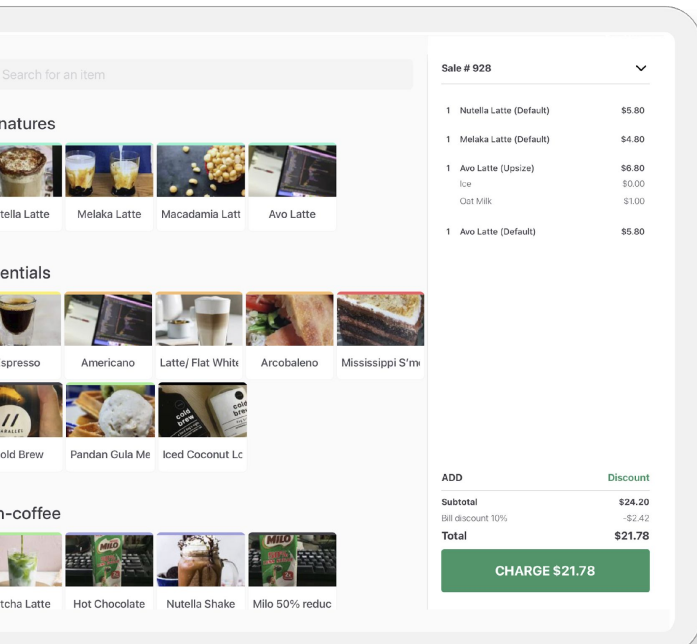
CRM

**Onboard members in 3 secs**



Marketing

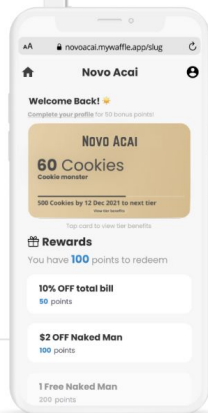
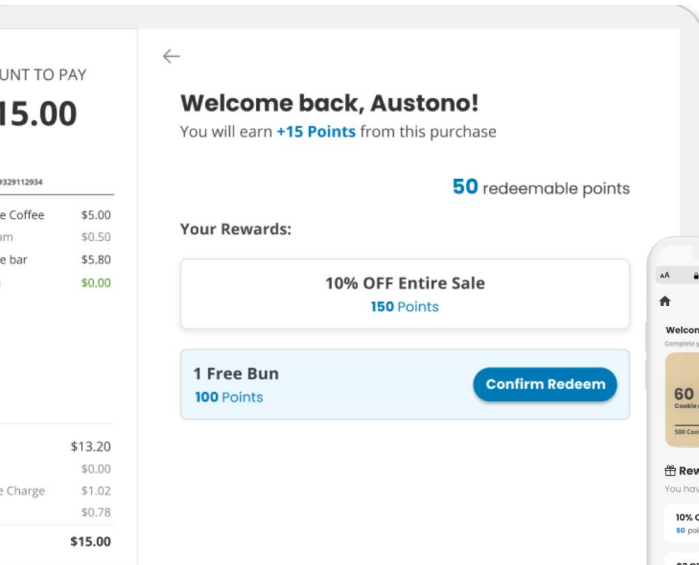
**Zero set-up required**



## Waffle POS

- Lean, set-up in minutes
- Speed - 15 Seconds Checkout
- Cloud-based
- Custom reports
- Reliability - Offline mode
- Open integrations





## # Waffle Loyalty

- White-labelled loyalty
- Own entire customer life-cycle
- Boost sales, predictably
- No extra steps for your cashiers
- Seamless integration with your POS

Waffle Demo Manager

### Create Campaign

Save

Campaign Name

Example: Free iced coffee for first sign ups

1

What triggers this?  
Select an action

2

What incentive?  
Select a reward

3

Where is this applicable?  
Select locations

1

Trigger

First Sign Up

Triggers when a customer joins the rewards programme

Amount spent in a sale

Triggers for every dollar spent in a sale

Item purchased in a sale

Triggers for every item purchased

Waffle CS Team

### Members

Export

48828	47613	798
TOTAL MEMBERS	SILVER	GOLD
315	102	
PLATINUM	DIAMOND	

Mobile No.  Mobile No.

Name	Mobile Number	Email Address	Current Points	Cumulative Points	Tier	Visits	Lifetime Spending	Join Date
Jane Doe	+6588838543	Jaak@gmail.com	430	550	Gold	3	\$482.00	2023-05-24, 11:39
Nick Lee	+6590619339	nicholaslee@gmail.com	\$44	1917	Gold	11	\$839.15	2023-05-06, 17:11

1 of 2

# # Waffle Marketing

- Unlimited campaigns
- Birthday surprises
- Tier-based campaigns
- Personalised rewards for your VIPs
- Sell package deal up-front
- Know & engage your customers

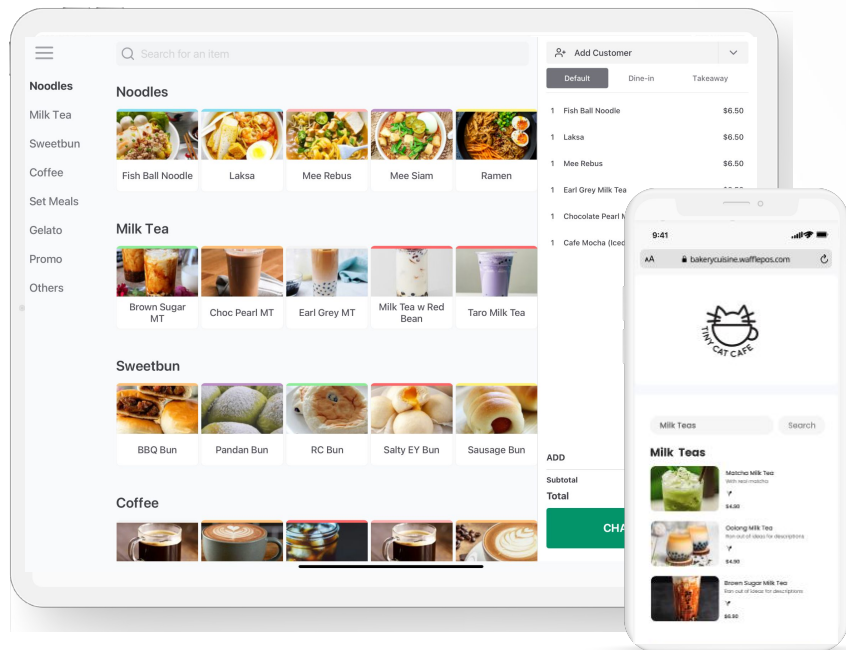




## # Waffle Customer Success

- Effective, personalized onboarding
- Set up & Cashier trainings
- 24/7 support via WhatsApp/ Email
- New features, updates every 2 weeks
- We are part of your team too

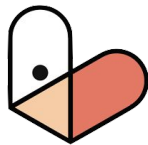
We keep very close with you, and help you every step of the way to make sure you are successful using Waffle. We have a strong focus on after-sales service.



# # Waffle QR Ordering

(coming soon)

- Omnichannel sales
- Save manpower
- Linked up with CRM
- Pre-order, no extra steps for cashiers
- Integrated sales data
- Seamless integration with your POS



## # What our customers are saying

“All our outlets are using Waffle and it's greatly **loved by all our cashiers- the older generation**. Waffle is easy to use, fast and provides accurate data in real time for us at HQ to analyze! I am glad we switched all 11 locations to Waffle!”

- Sim, Co-Founder at Barcook Bakery



“Our drinks menu have so many different combinations but Waffle POS' sleek interface is optimized for this, making it easy to navigate when serving our customers. Thanks Waffle for helping us **serve more customers in a shorter time!**”

- Zi Hang, Founder at ARTEA Singapore



“One of the **best parts about the Waffle team is the customer experience**. They are always a phone call away. There's never a request too simple or too stupid to call them with. I think it's that assurance that they're journeying with you that makes it very easy to work with Waffle.”

- Madeline, Founder at Mad Roaster



“Waffle allowed us to finally be able to **reward our customers and make them feel special!** It's always nice to see their faces light up when redeeming rewards! Thanks to Waffle, our customers now have a much better experience at our cafe and we are able to understand them much more!”

- Shermien, Founder at East Coast Commune







# Let us show you around a quick demo



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