

Customer Boomerang Service Agreement

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Introduction

The Customer boomerang system helps restaurants increase repeat business and online reviews and generate a flow of new customers.

In this document we outline the Core Modules, Fee Structure and Terms of Service.

Core Modules

Customer Value Maximisation

This module focuses on encouraging customers to return, introducing new customers to the restaurant and posting of 5 Star Reviews on TripAdvisor.

Customer Details Capture

Details of all customer are captured and held on a database. This provides an ongoing asset for the business and facilities staying in contact with customers and maintaining awareness.

Boomerang Business Generator

This is a set of automatically generated customer contacts and promotions which generate repeat business, positive word of mouth and recommendations.

Review Generator

This proven proprietary system provides actionable feedback from customers and increases 5* Reviews on Review sites.

New Customer Acquisitions

We provide unique strategies for promoting the restaurant and attracting customers. Our ready to go strategies integrate with the Restaurant's Facebook Page and website, in addition, we provide 'offline' approaches to new customer acquisition.

Customer Boomerang Education and Support

We provide on going feedback and educational support in the key areas of dealing with and learning from Customer feedback, Pricing Strategy and Loyalty creation. We also provide a benchmarking service where we help restaurants set goals and assess performance by providing baseline performance information from our successful clients.

Fee Structure

The fee structure is designed to ensure the Restaurant generates additional revenue from the Customer Boomerang System.

In summary, the base system cost is €495 per month

A monthly database fee of €95 is applied per additional 1,000 customer after the first 5,000 unique customers.

The first months fee will be spent in the client's business to allow assessment and ensure no net cost in the startup period.

In you have unlimited 'fair usage' consulting support from Patrick Cumiskey.

The arrangement can be cancelled at any time.

Standard Arrangements

Module/Feature	
Base System Customer Capture Boomerang Offers	€195 Per Month
Review Generator	€100 Per Month
New Customer Acquisition	€ 100 Per Month
Database Performance fee	Fee increments of €95 per thousand after 4000 Unique Customers
Unlimited Customer Support and Setup Assistance	

As Agreed the Base Fee for Thunder will be €295 discounted from €495, this covers the first 3,000 customers

Terms of Service

Contract Details

The business arrangement can be cancelled at a months notice. I

A Valid credit card is required to activate the system, in the event of a payment being declined access will be restricted to the system.

Database

in the event of cancellation the the customers database will be provided in cvs file format.

Confidentiality

The operational details of the Customer Boomerang system are the result of 3 years of research and development and are subject to copyright. The client may not share specifics of our systems operations with any third party providers without the express written permission of Patrick Cumiskey.

If confidentiality is breached Customer Boomerang reserves the right to terminate the service agreement to protect it's Intellectual Property.

Company Details

Company Name: Integral Change trading as "Customer Boomerang"

Company Number: 448768

Tax Number: 9670853B

Registered Address : 32 Finsbury House, Pembroke rd, Ballsbridge , Dublin 4