

An app for restaurateurs sends real time offers to smartphones to attract costumers

LOCATION: Granada

DURATION: 1:59

SUMMARY: Engineers of a spin-off company of the University of Granada have developed an app that apart from being a restaurants, bars and leisure guide, allows restaurateurs creating offers according to their need that they can send in real time. Potential clients receive them immediately in their smartphones and can redeem them just showing the message.

VTR:

Starving people looking for a place to have breakfast... and an empty bar looking for clients.

AMBIENCE: "Let's cheer this up and send an offer!"

And done. Using an iPad they create an offer. It gets immediately to their potential customers through their smartphones, also informing them of the exact location of the establishment and showing how to get there.

JUAN RAMÓN TORRES
Waiter

"Now bad times are coming and we have to attract people, for the moment it is something necessary."

All this can be done with an app designed by informatics engineers of the University of Granada.

FRANCISCO JOSÉ MORENO
Creator of App Joyning

"Today the traditional publicity methods as newspapers or the radio and else aren't very dynamic, you can't interact with them, that's the lack we detected. And why the mobile? Because is the most direct way to get to the users."

PEDRO LUIS MORALEJA
User of App Joyning

"We have received a notification, as if it was a WhatsApp."

The main advantage these developers want to offer is immediacy, interactivity but above all in an easy way.

FRANCISCO JOSÉ MORENO
Creator of App Joyning

"They get the offer directly, they don't have to subscribe to the offer, receive it by email, download it, print it... No, the moment it gets to the mobile phone it is consumed, it is redeemed immediately."

An offer that also contains all the information regarding the establishment: pictures, menus, news...

PEDRO LUIS MORALEJA
User of App Joyning

"You are seeing how the establishment is, you know where you are going."

An app for exigent clients that already counts on 70 establishments in Granada. The next step will be spreading to other Spanish provinces.

For more information or support please call +34 647 310 157 or email info@andalusianstories.com
