



Hello, we are **Momos**

The Unified Customer Platform
for Multi-location Brands

Creating Happier Customers
at **Every Location**

Brands Get Millions of Customers Interactions a Year And It Is Impossible to Manage



Everything Is Too **Fragmented Across Locations and Channels**

Failing to Manage Customer Interactions Means Leaving Millions of Dollars on the Table

Lost Customers

A **10%** recovery and **0.5%** retention uplift can add over **\$3.4M** in revenue

Lost Revenue

A **10%** boost in Google ratings can enhance visibility and add over **\$1M** in revenue

Lost Resources

Automating **90%** of responses can save time and over **\$130K** in costs

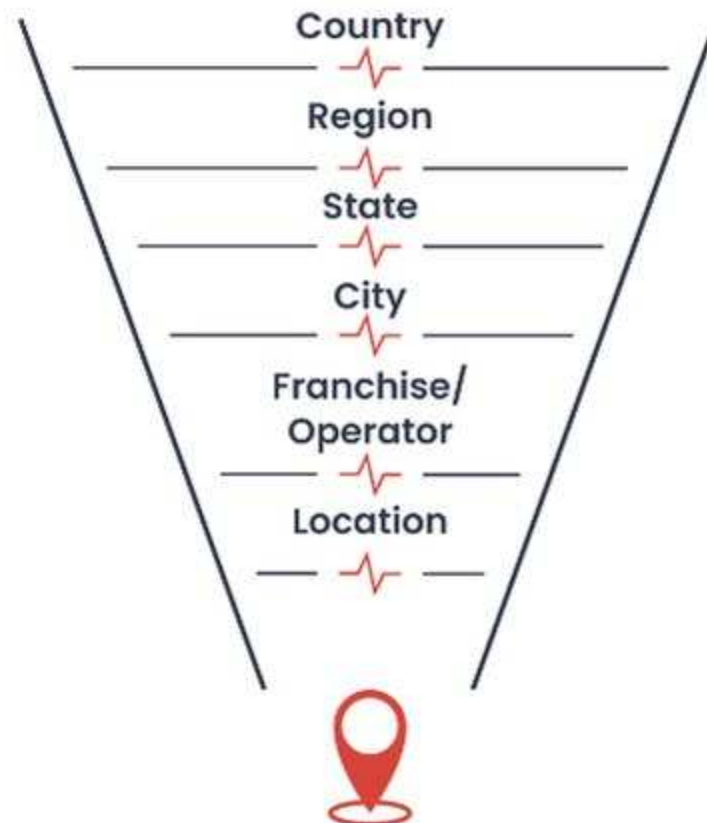


Source: – Momos customer results for restaurants over 250 locations; indicates yearly incremental revenue & savings

Restaurants Have Struggled with **Costly** **Point Solutions That Deliver Little Success**



Existing Solutions Are Not Built at a **Location Level** and Are **Completely Disconnected**



Your Solutions Don't Talk to Each Other and Are **Not Built for You**

These Core Issues Impact you Negatively and Do Not Allow you to Run your Business Effectively

Existing Software Solutions



Can't communicate with customers effectively



Winning back lost customers is impossible



Operational problems are difficult to uncover



Rankings and ratings are inconsistent



Customer data, preferences and sentiment are fragmented



No access to clear customer insights



momos Unified Customer Platform



Automate your customer interactions with AI, all from one platform



Recover all your unhappy customers & convert them to happy guests



Improve ops excellence with AI-powered Insights and Unified Incident Tracking



Amplify your online presence and reputation & bring in more customers



Retain your customers through personalized experiences and communication



Discover better customer insights with AI and drive better marketing, brand and operations



AI Customer Platform

End-to-end Customer Lifecycle for Multi-Location Brands

momos Unified Customer Platform

Reputation Management

Get Better Reviews, more customers, every location

Save time and drive more customers

Customer Experience

Improve operationally and discover customer insights

Learn, improve, drive more revenue

Customer Service

Automate customer service and recover unhappy customers

Automate tasks and recover revenue

Customer Marketing

Activate repeat sales with personalized marketing automation

Increase retention and drive more revenue

Automate
Customer
Interactions



Recover
Unhappy
Customers



Improve
Operational
Excellence



Amplify
Online
Presence



Discover
Customer
Insights



Retain
Your
Customers

Built at the
Location Level

Powered by AI

Personalized for Every
Customer



Momos Delivers ROI by Saving Costs and Driving More Revenue through Core Actions



Momos Delivers ROI by Saving Costs and Driving More Revenue through Core Actions



We Are Purpose-Built for Multi-Location Brands

Built at the Location Level

We are location-first. All permissions, roles, and assignments are configurable at the location level

Driving Insights at Every Location

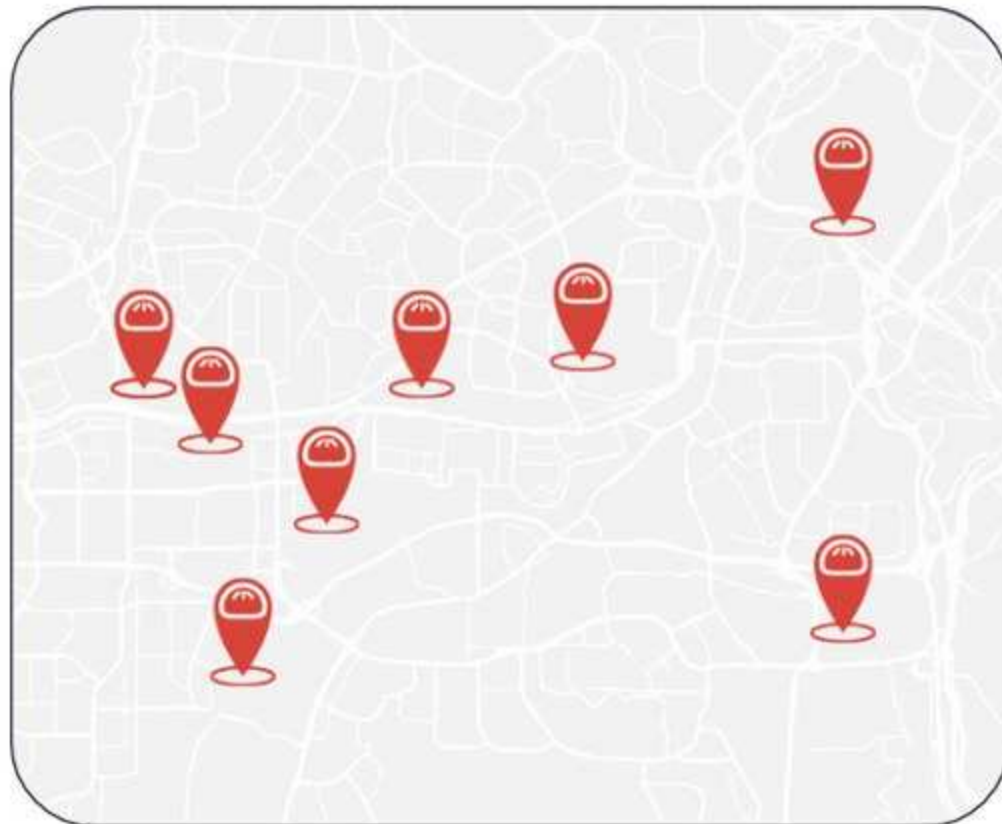
We deliver actionable, location-level insights to elevate customer experience across all locations

Connecting Every Location & Channel

Momos connects all locations and channels, with industry-specific integrations to serve your needs

Enabling Easy Implementation

Out-of-the-box and native integrations enable easy setup within existing workflows



And We Drive **Clear Outcomes** for Our Customers

Higher Retention

Our partners can recover
15% of lost customers

Better Online Presence

Our partners achieve **4.5+ ratings** on average at every location

Enhanced Productivity

Our partners respond to their customers immediately **99% of the time**



We Are a Global Company

75

Employees
And growing quickly

3

Regions
Momos is live across North America,
APAC, and the Middle East

7

Countries
Momos employees are everywhere
across the world

75%+

Product and Engineering
The team is product-led
and customer obsessed

4

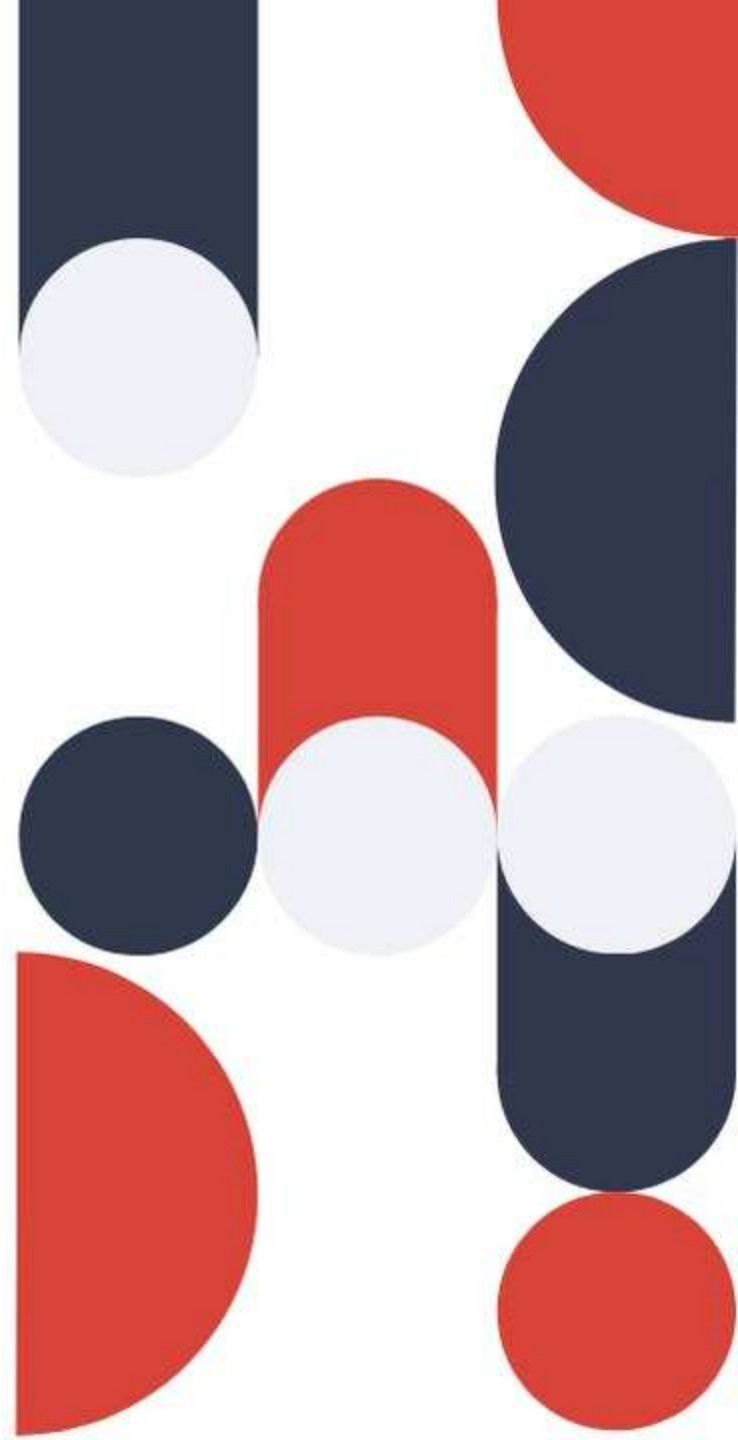
Offices
In San Diego, Singapore,
Abu Dhabi, and Saigon

24/7

Support and access
You can reach us at anytime,
at anywhere



Solutions



We Provide the Most Complete Solutions Purpose-Built for Multi-Location Brands



momos Unified Customer Platform



Reputation Management

- **AI Review Manager**
 - Unified Inbox
 - Personalized AI automated responses
 - AI tagging and sorting
- **Insights**
 - Feedback analytics with dashboards
- **Collaboration**
 - Team alerts and reports
- **Customer Recovery**
 - Multi-channel Service recovery offers
- **Integrations**
 - Channel & location management
- **Listings Management** (add-on)
- **Menu Management** (add-on)



Customer Experience

- **Surveys**
 - Two click surveys
 - OSAT surveys
 - Conditional surveys
 - Tiered surveys
 - Item Level Surveys
- **Insights**
 - Feedback analytics with dashboards
 - Daily/weekly franchise email reports
 - Location, productivity, category and menu-item level leaderboard
- **Survey Recovery**
- **Review Boosting**
 - More reviews everywhere
 - Harmful Review Editing
- **Integrations** (add-on)
 - Channel & location management



Customer Service

- **Case Management**
 - Email, Website, Phone, SMS Channels
 - Personalized AI automated responses
 - Customer interaction history
- **Customer Recovery**
 - Service recovery offers
 - Personalized Recovery Flows
- **Insights**
 - Feedback analytics with dashboards
 - Location, productivity and category leaderboard
- **Integrations**
 - Channel & location management
 - Direct integration with Zendesk
- **3PD Revenue Recapture** (add-on)
 - Recapture disputed revenue from 3PD



Customer Marketing

- **Direct Marketing Campaigns**
 - Email & SMS
 - Offers
 - Templates
- **Marketing Automation**
 - Automated workflows
 - AI segmentation
- **Customer Data Platform**
 - Custom audience
- **Insights**
 - Audience & RFM analysis
 - Campaign reporting
 - End-to-end ROI tracking
- **Digital Asset Library**
- **Integrations**
 - Data sources from channels

Built at the
Location Level

With Personalization
Powered by AI

Powering the
Customer Lifecycle



Reputation Management

Drive better reviews and listings with AI automation, attract more customers by improving ratings and satisfaction, and save costs through enhanced efficiency

3x

5-Star Reviews
in 90 days

10x

Faster response to
your customers

1,000+

Monthly man-
Hours saved



AI Review Manager

Unified Inbox
Personalized AI automated responses
AI tagging and sorting



Insights

Feedback analytics with dashboards



Collaboration

Team alerts and reports



Review Boosting

More reviews everywhere
Harmful Review Editing



Customer Recovery

Multi-channel Service recovery offers



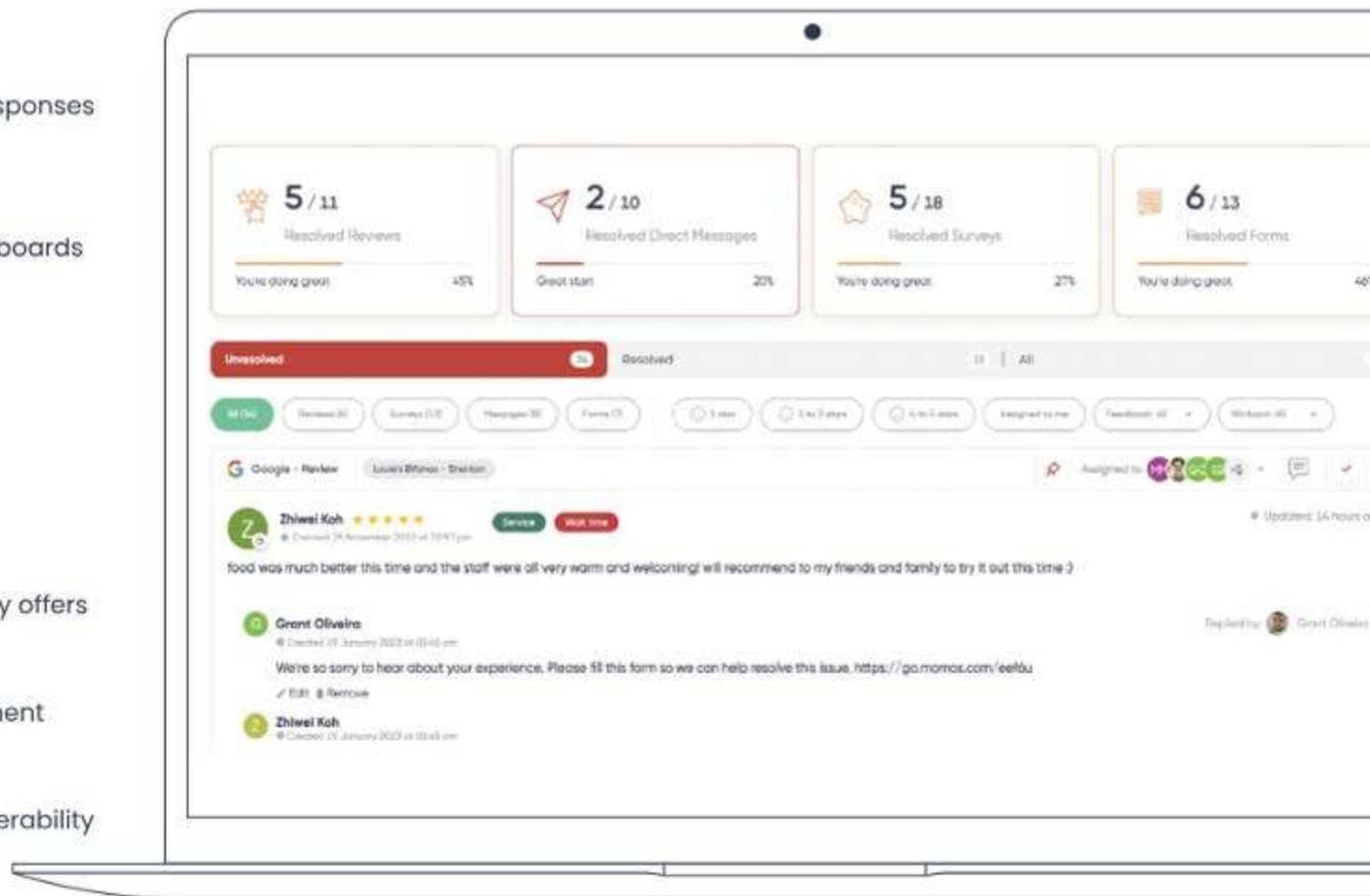
Integrations

Channel & location management



Listings Management

Sync 30+ attributes for discoverability



Customer Experience

Improve operations with customizable surveys, uncover location insights with detailed analytics, and turn insights into revenue growth

Higher CSAT

Achieve 95%+ CSAT



Surveys

Two click surveys
OpEx surveys

- Conditional surveys
- Tiered surveys
- Item Level Surveys

Higher Ratings

Get 4.5+ ratings on Google



Insights

Feedback analytics with dashboards
Daily/weekly franchise email reports
Location, productivity, category and menu-item level leaderboard

Higher Retention

Uplift from operational improvements



Survey Recovery

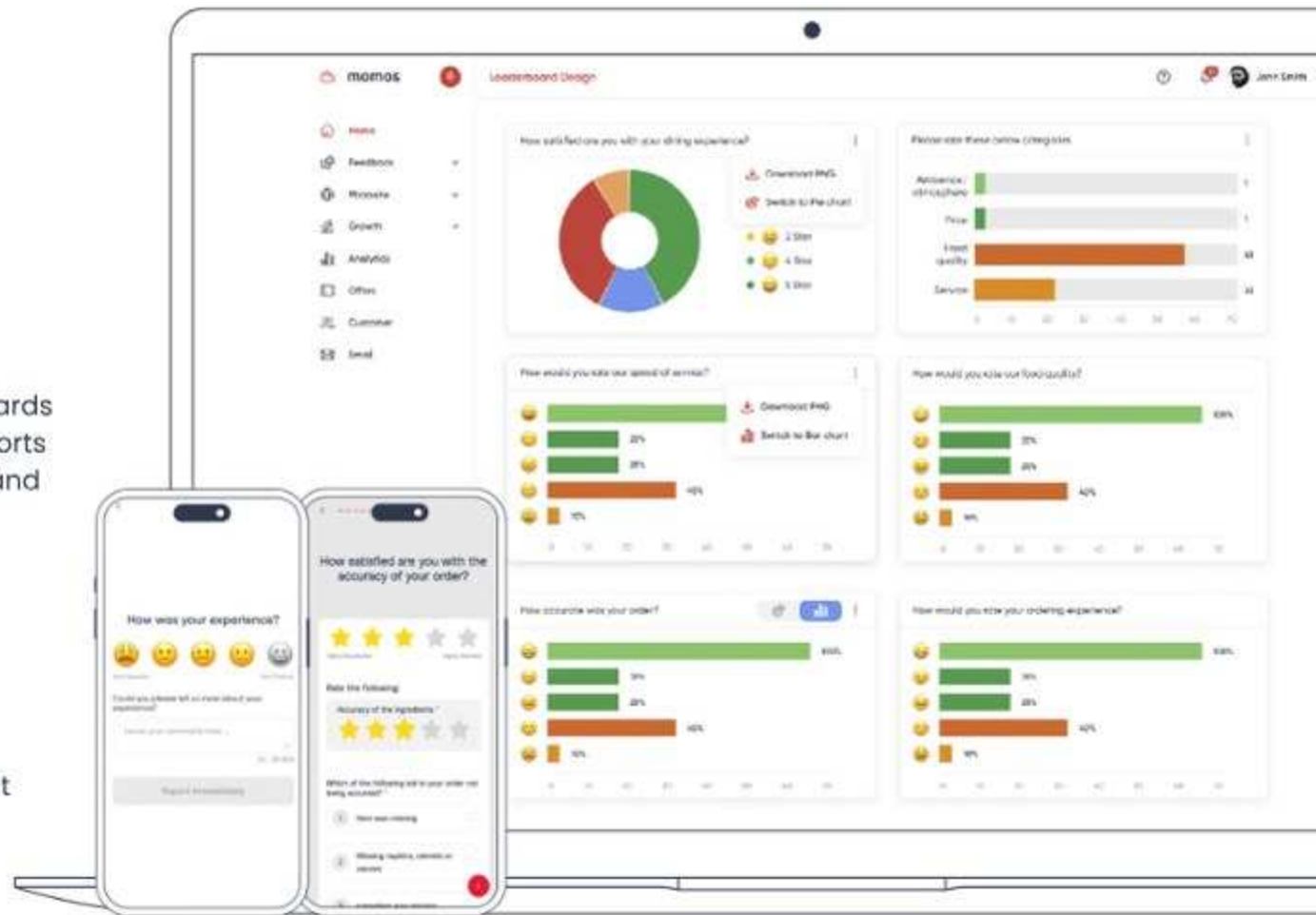


Review Boosting



Integrations

Channel & location management



Customer Service

Automate customer service with case and ticket management, and reclaim revenue by recovering unhappy customers

100% Response Rate

Automate with AI



Ticketing and Case Management

Across Email, Phone, SMS,
Website
Personalized AI automated
responses
Customer interaction history

Higher Recovery Rate

Increase recovered
revenue



Customer Recovery

Service recovery offers
Personalized Recovery Flows



Insights

Feedback analytics with
dashboards
Location, productivity and
category leaderboard

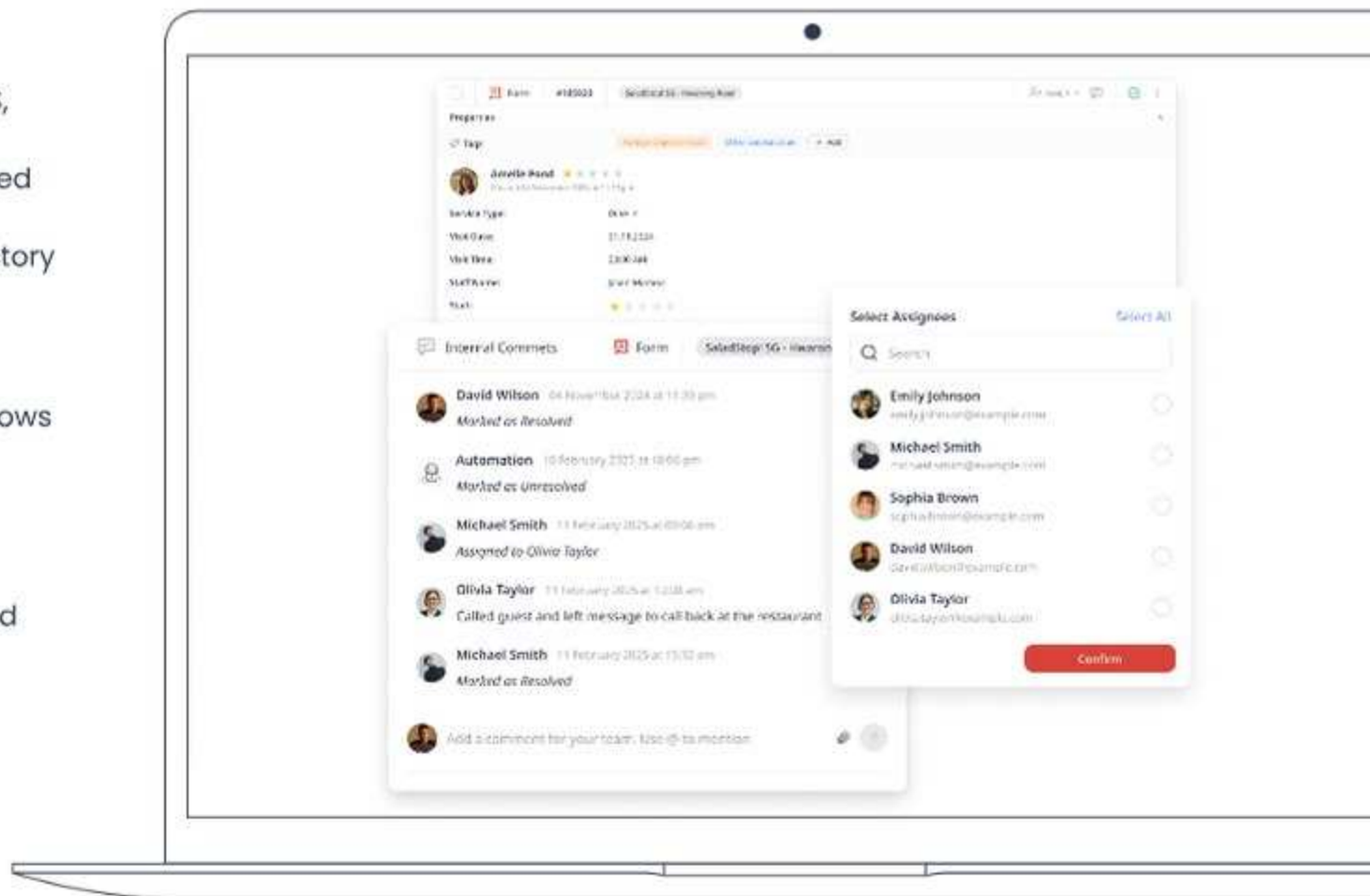


Integrations

Channel & location
management

Higher Cost Savings

Save 1,000 of monthly
man-hours



Customer Marketing

Drive revenue and save time with personalized marketing automation, and measure ROI using unified customer data and analytics

Higher Revenue

Uplift in same-store sales

Improved Efficiency

Productivity boost

Higher ROI

Better optimized campaigns



Direct Marketing Campaigns

Email & SMS
Offers
Templates



Marketing Automation

Automated workflows
AI segmentation



Customer Data Platform

Custom audience



Insights

Audience & RFM analysis
Campaign reporting
End-to-end ROI tracking

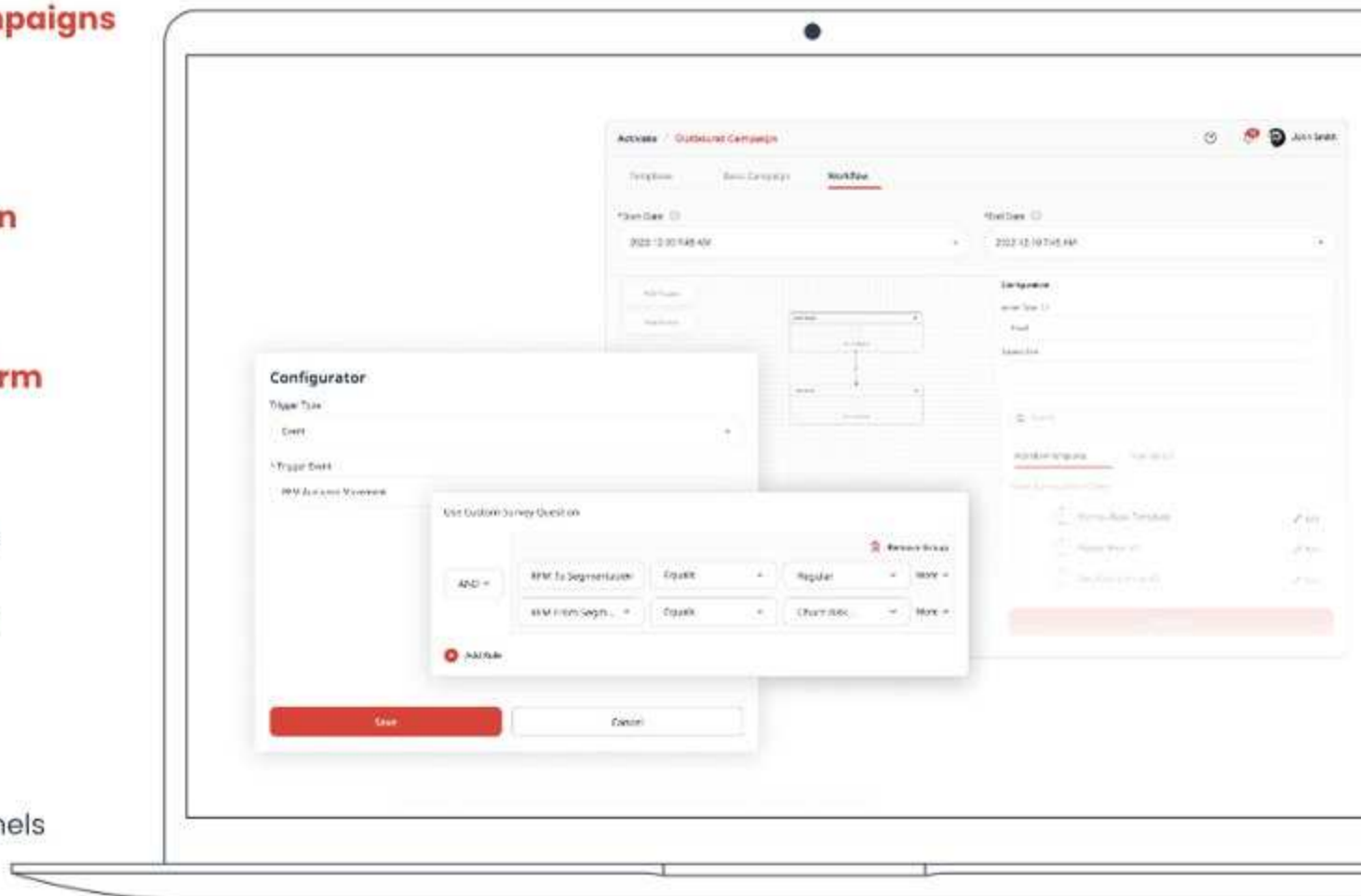


Digital Asset Library



Integrations

Data sources from channels





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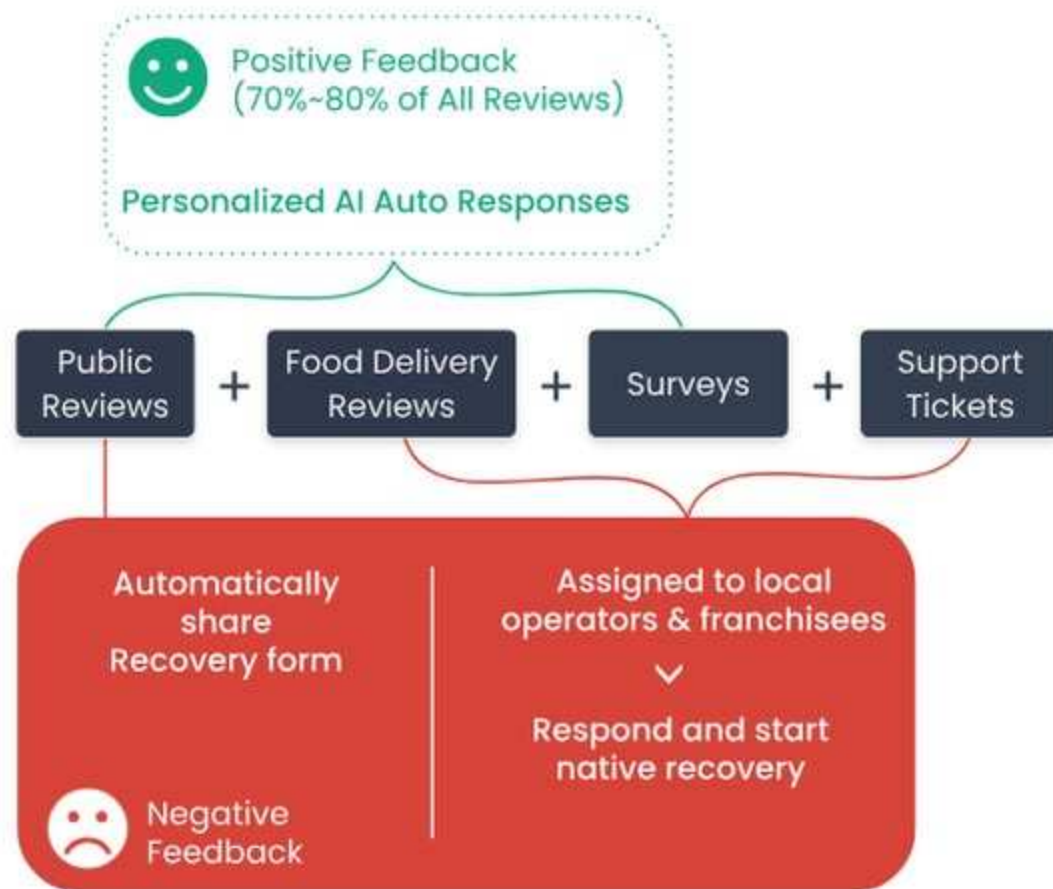
Personalized for Every
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Automate Your Customer Feedback with AI

Power Your Customer Service and Save Time



- ◆ Automate **99%+** of your customer interactions with AI
- ◆ Respond to **100% of your customers**
- ◆ Auto assign critical incidents for franchisees or operators to respond
- ◆ Drive significant **cost savings** by reducing hundreds of person hours

AI Review Manager with Unified Inbox for Personalized Automation



Consolidate Reviews, Messages, Comments, Surveys and Web inquiries

Create ticket formats that capture essential information to streamline case handling.



Auto Respond to all Feedback

Customisable library of auto-responses for Google, Yelp, Surveys & Support Tickets



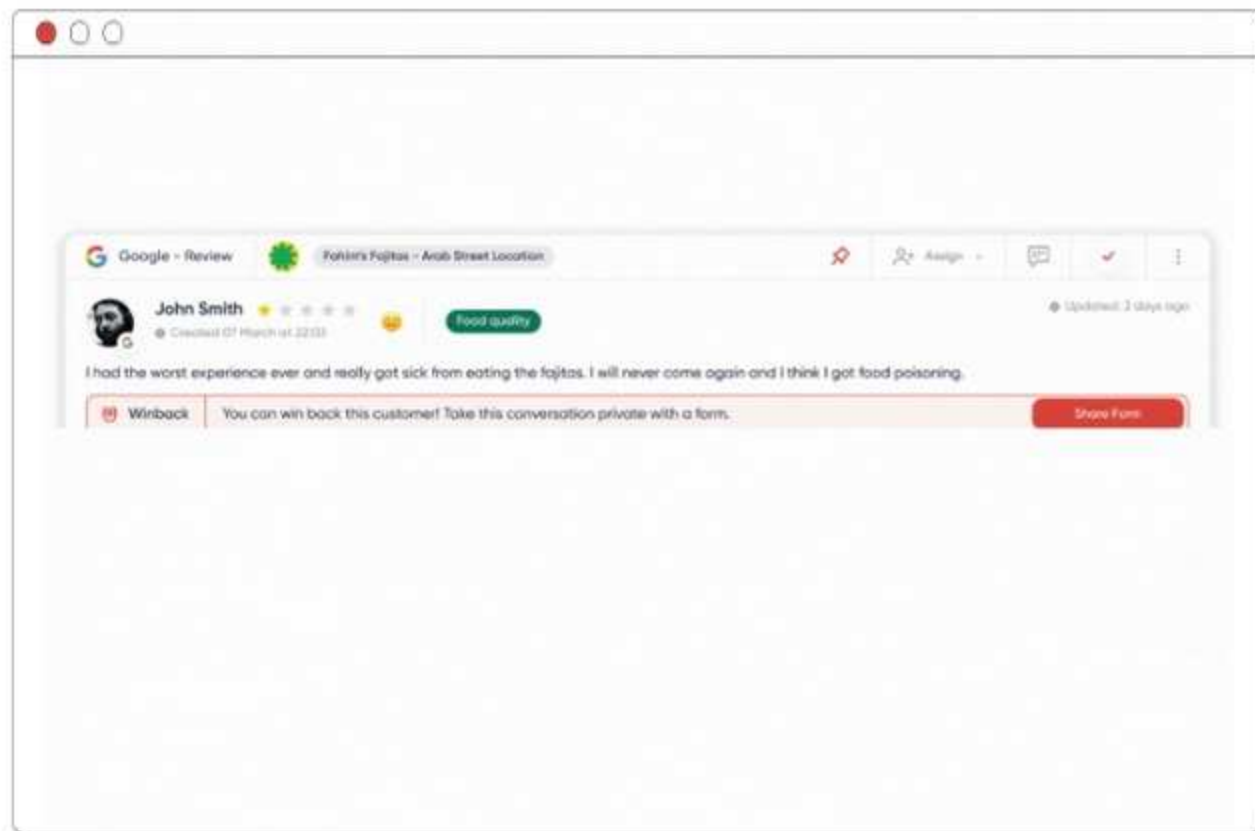
Use Momos AI to Suggest Responses

- Increase the efficiency of your team by using AI to use your previous responses to respond
- Momos AI labels issues impacting the customer experience and provides a suggested response



Recapture Unhappy customers with Recovery Flows

Customer service team handles first response and shares a recovery form to collect customer data



Streamlined Case Management for Enhanced Collaboration



Streamline All Your Cases

Bring all cases—from Contact Us, email, phone, DM, and in-store feedback—into Momos for unified management



Customize Ticket Templates

Create ticket formats that capture essential information to streamline case handling.



Set Dynamic Properties

Flexible fields organize cases by priority, severity, issue type, or any criteria for sharper segmentation.



Automate Workflow for Efficiency

Automate workflows based on properties, saving time and minimizing manual input.



Effortlessly Assign Tickets

Easy ticket assignment based on properties like location or category, ensuring quick ticket resolution.



Collaborate effortlessly with Internal Commenting

Internal notes facilitate seamless handoffs and input-sharing

The screenshot displays the Momos case management interface. At the top, a case card for 'Amelie Pond' is shown with a star rating and creation date. Below this, a 'Properties' section lists details like 'Service Type: Dine in', 'Visit Date: 01.11.2024', 'Visit Time: 03:00 AM', 'Staff Name: Jason Munoz', and 'Staff: Scott'. An 'Internal Comments' overlay is active, showing a list of comments from team members like David Wilson, Michael Smith, and Olivia Taylor. A 'Select Assignees' modal is also open, allowing users to assign the case to team members such as Emily Johnson, Michael Smith, Sophia Brown, David Wilson, and Olivia Taylor. The interface includes a search bar, a 'Confirm' button, and a text input for adding new comments.



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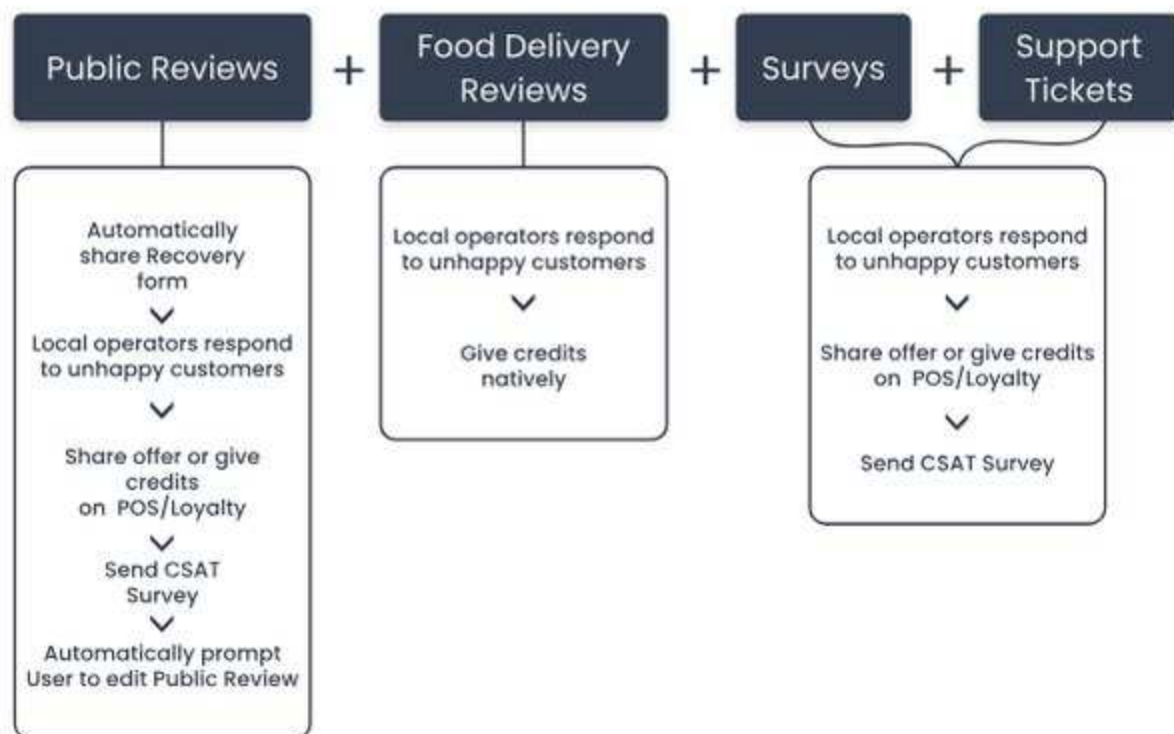


Recover Unhappy Customers

Win Back Customers and Recapture Revenue



Negative Feedback



- ◆ **Track** customer journey
- ◆ Respond to **100%** of your **customers**
- ◆ **Prevent** costly churn
- ◆ **Drive** revenue

End-to-end Customer Recovery with Tracking and Automated Collaboration

1

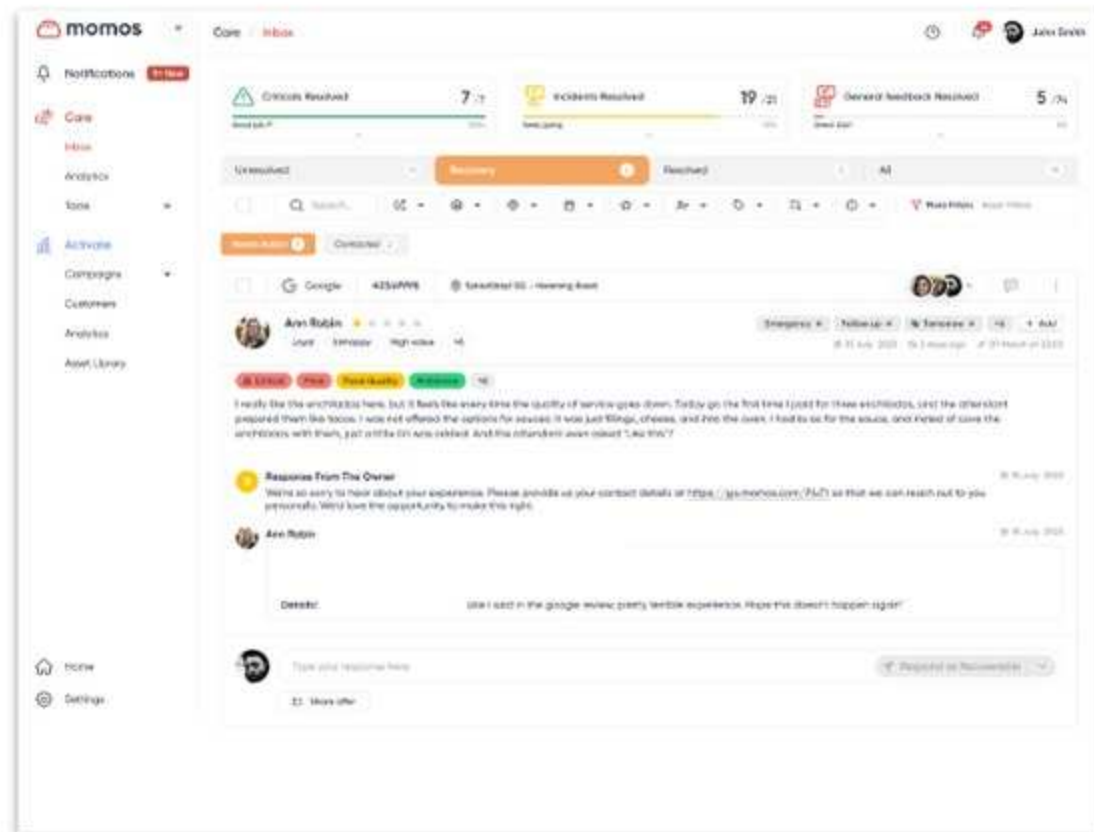
Surface Negatives Issues in Inbox

- Momos AI labels issues impacting the customer experience and provides a suggested response
- New issues are categorized under “Unresolved” tab
- Customer service team handles first response and shares a recovery form to collect customer data

2

Take Public Conversations Private

- Customer fills in recovery form which is then tied to the original Google review in Momos
- Operator/GM is tagged to respond back to customer



End-to-end Customer Recovery with Tracking and Automated Collaboration

3

Recover Customers

- Operators can send an offer to the customer directly from Momos Inbox
- After the issue is deemed resolved, a CSAT survey is automatically sent

4

Track Recovery & Update Public Reviews

- Offer Redemption and CSAT survey results are tracked and consolidated within the same feed
- After a customer orders again, they are prompted to edit their previous Google Review

The screenshot displays a vertical timeline of customer interactions. At the top, a yellow bubble indicates a 'Response From The Owner' where an offer for a 'Free Cookie' was sent via email on 10 July 2023. This is followed by another yellow bubble for a 'Response From The Owner' where a message is sent to 'May Ann' about the offer. A red bubble then shows 'Memos Automation' sending a 'CSAT Email Sent'. The main part of the screenshot is a survey from 'Ann Robin' dated 10 July 2023. It asks for satisfaction with the overall experience and the last support agent, both rated with 5 stars. A text box contains the feedback: 'The team from SolagaStation reached out and were genuinely sorry. They gave me a compensation voucher as well.' Below the survey, a yellow bubble shows 'Ann Robin' redeeming the 'Free Cookie'. This is followed by a red bubble for 'Memos Automation' requesting to edit the Google review. Finally, a yellow bubble shows 'Ann Robin' editing their Google review, which includes a detailed comment about the service quality and the compensation received.

Response From The Owner
Offer shared via email - Free Cookie. 10 July 2023

Response From The Owner
Hey Ann - we have sent you a offer for Free Cookie on your next order with us. We're sorry about your experience. 10 July 2023

Memos Automation
CSAT Email Sent 10 July 2023

Ann Robin
How satisfied were you with the overall experience? 5 stars
How satisfied were you with the last support agent who assisted you? 5 stars
Please help us do better! Is there anything you would like to add?
The team from SolagaStation reached out and were genuinely sorry. They gave me a compensation voucher as well. 10 July 2023

Ann Robin
Offer redeemed - Free Cookie 10 July 2023

Memos Automation
Request to edit Google review - Email sent 10 July 2023

Ann Robin
Google Review edited
Hide previous review -
"I really like the enchiladas here, but it feels like every time the quality of service goes down. Today go the first time I paid for three enchiladas, and the attendant prepared them like tacos. I was not offered the options for sauces: it was just wings, cheese, and into the oven. I had to ask for the sauce, and instead of give the enchiladas with them, just a little bit was added. And the attendant even asked "like this?" 10 July 2023



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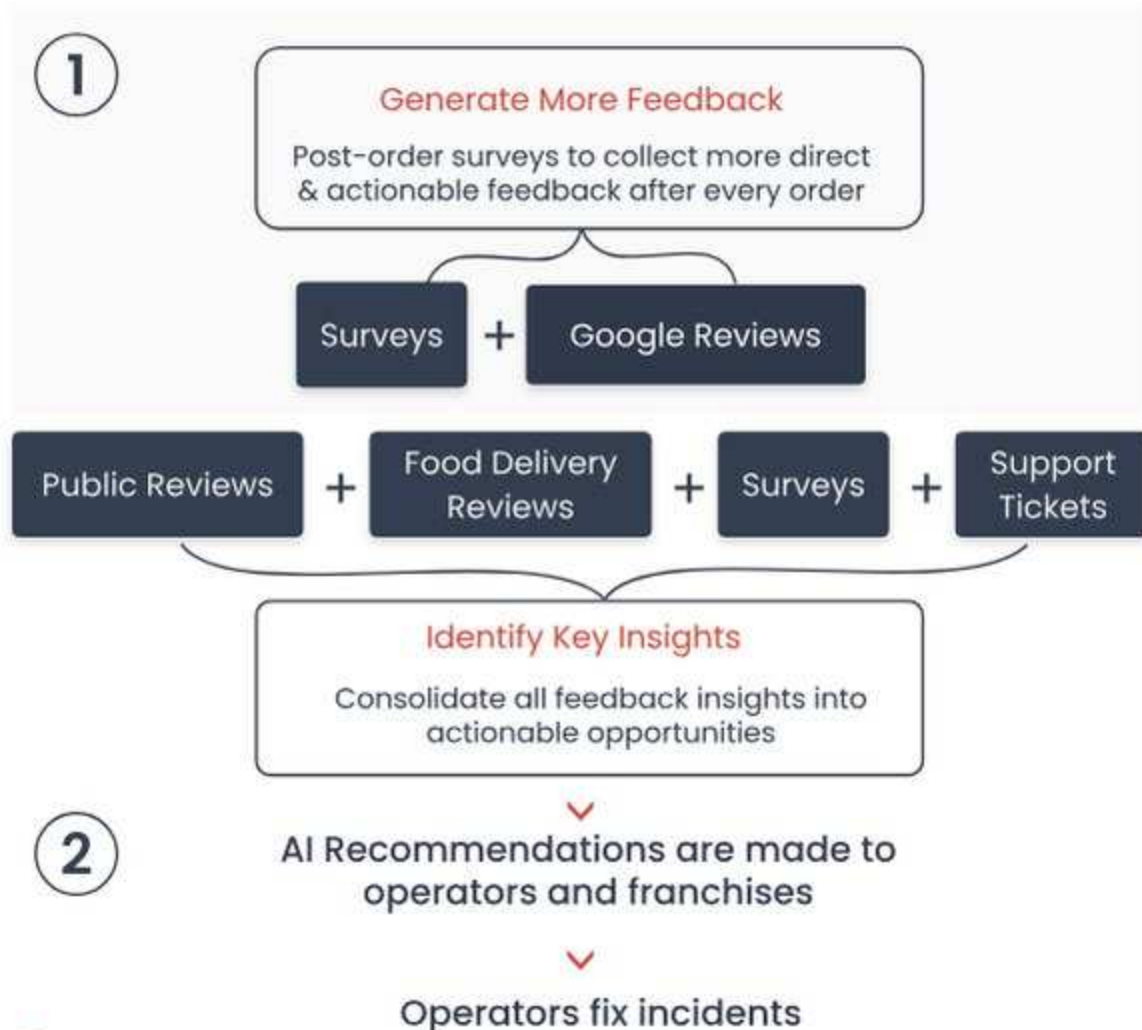
Personalized for Every
Customer





Improve Operational Excellence

Direct Insights to On-ground Operators



◆ **Reduce**
future incidents

◆ **Increase**
CSAT

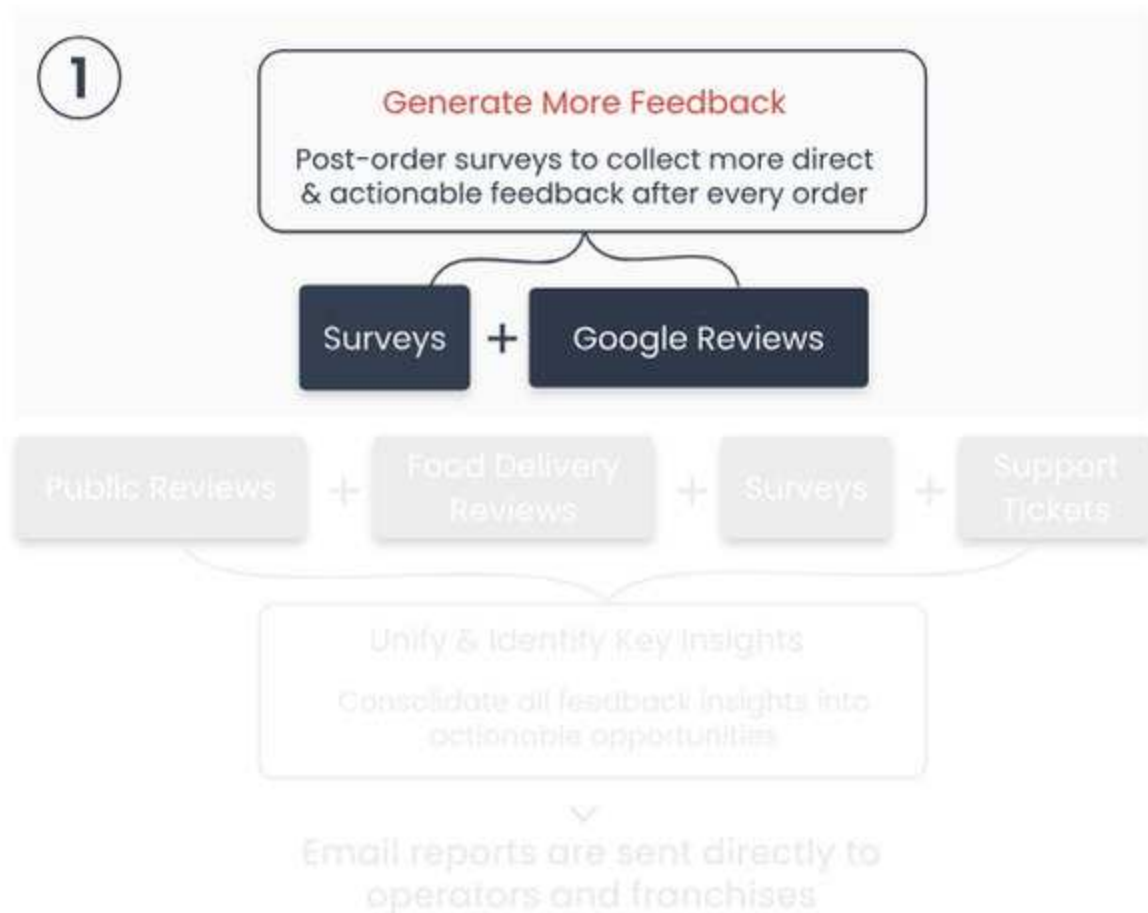
◆ **Reduce**
costly churn

◆ **Drive**
revenue



Improve Operational Excellence

Direct Insights to On-ground Operators



◆ **Reduce**
future incidents

◆ **Increase**
CSAT

◆ **Reduce**
costly churn

◆ **Drive**
revenue

Fully Customizable Momos Surveys to Uncover Customer Insights



Collect Instant Feedback with a Two click survey

- Simplified survey flow to collect feedback directly
- Positive reviews are boosted on Google
- Negative feedback enters guest recovery



Collect Detailed Feedback with OpEx Surveys

- Operationally oriented survey flow to collect detailed feedback from your customers to improve operational quality & efficiency
- Understand the differences between service modes and menu items based on customer information



Collect Immediate Feedback Across All Your Ordering Channels via Email/SMS

- Online Ordering (App + Website)
- Kiosk
- In-Store Ordering with POS



Deep Dive Survey Analytics to Uncover Customer Insights



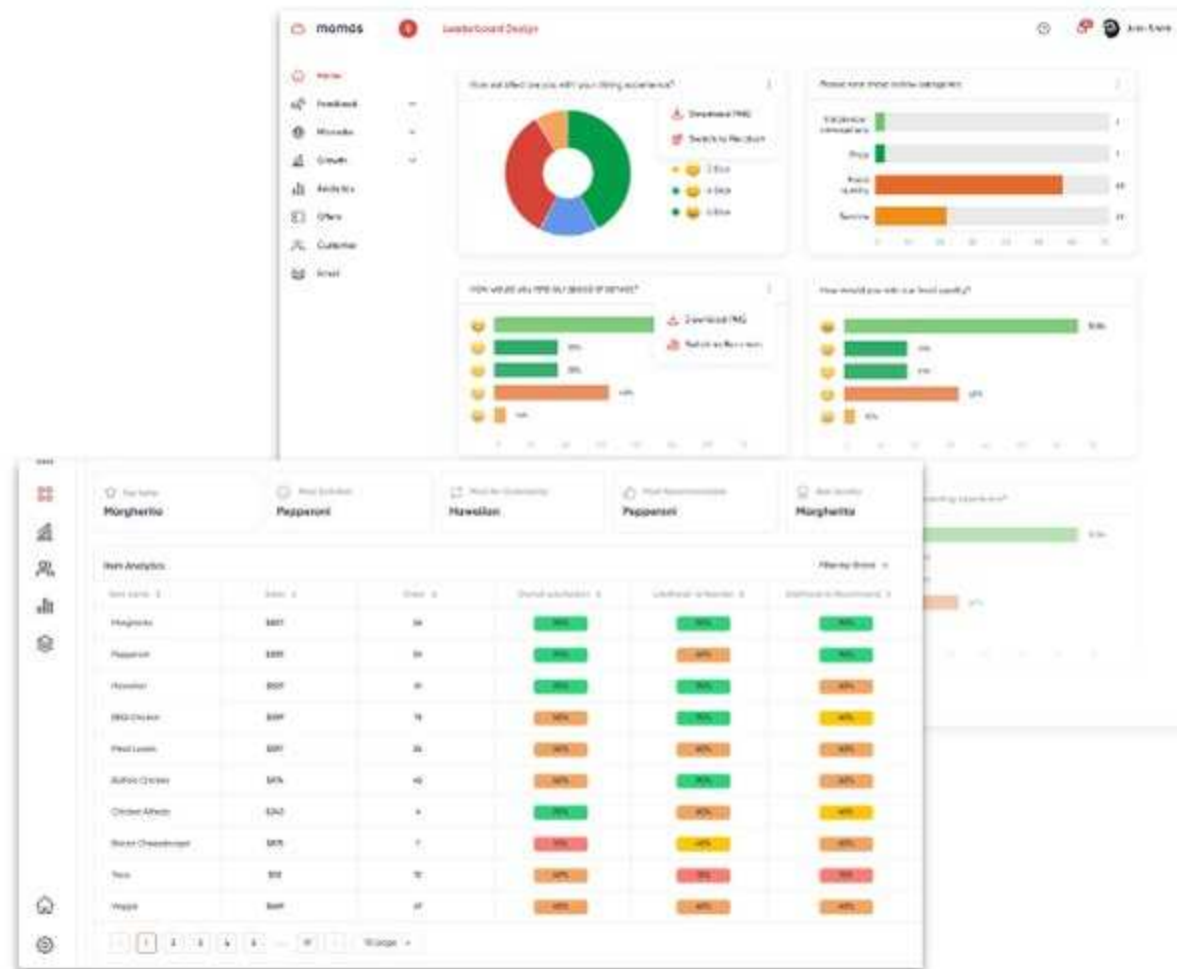
Analyze Responses to All the Questions

Identify trends and insights that can be used to achieve more operational excellence



Automatically Import Order Details to Get Menu Item-level Feedback

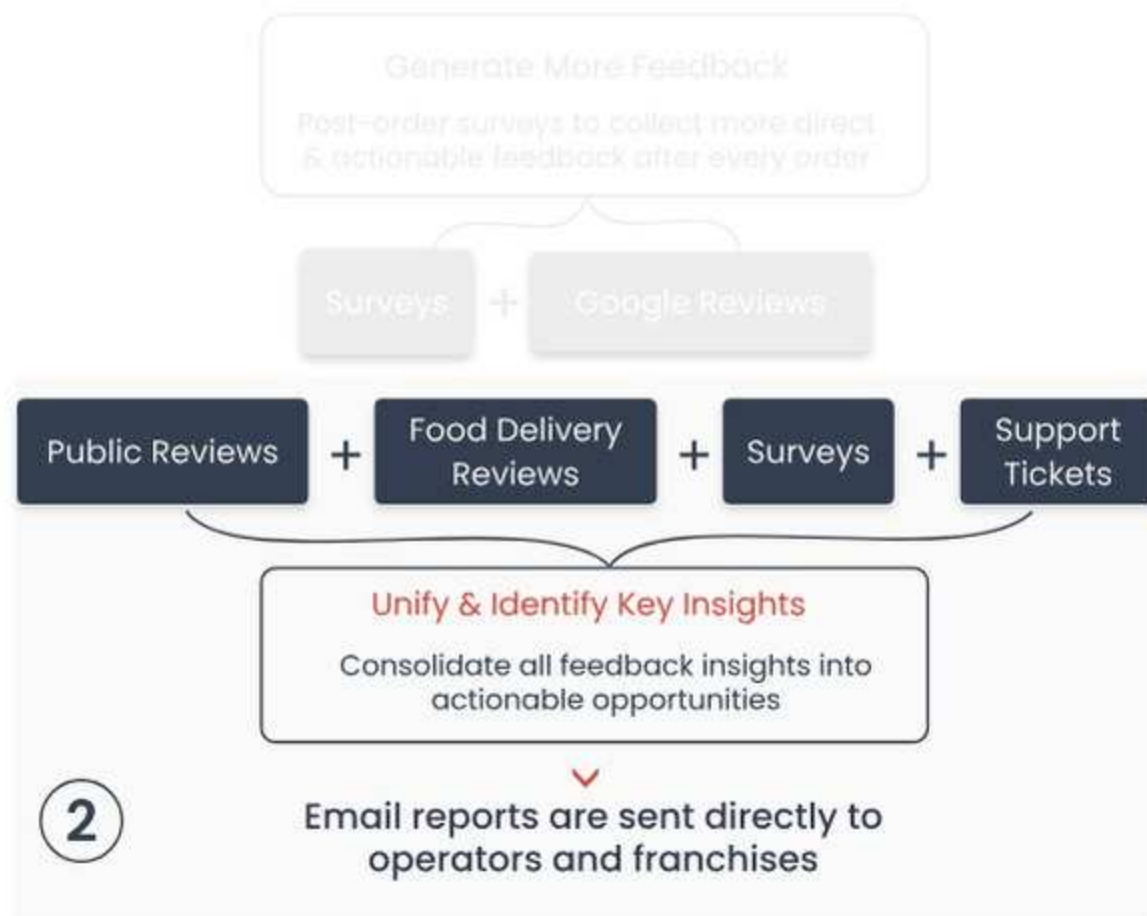
- Ask specific survey questions about individual items a customer ordered
- Compare both sales and customer feedback on each item, and identify standout products or services from a Menu Item Leaderboard





Improve Operational Excellence

Direct Insights to On-ground Operators



◆ **Reduce**
future incidents

◆ **Increase**
CSAT

◆ **Reduce**
costly churn

◆ **Drive**
revenue

Leaderboards by Location, Categories and Productivity



Leaderboard Snapshots

- **Location-Level**

Quickly view what your top and bottom locations are based on customer feedback

- **Category-Level**

Quickly understand how each of your locations are performing at a category level

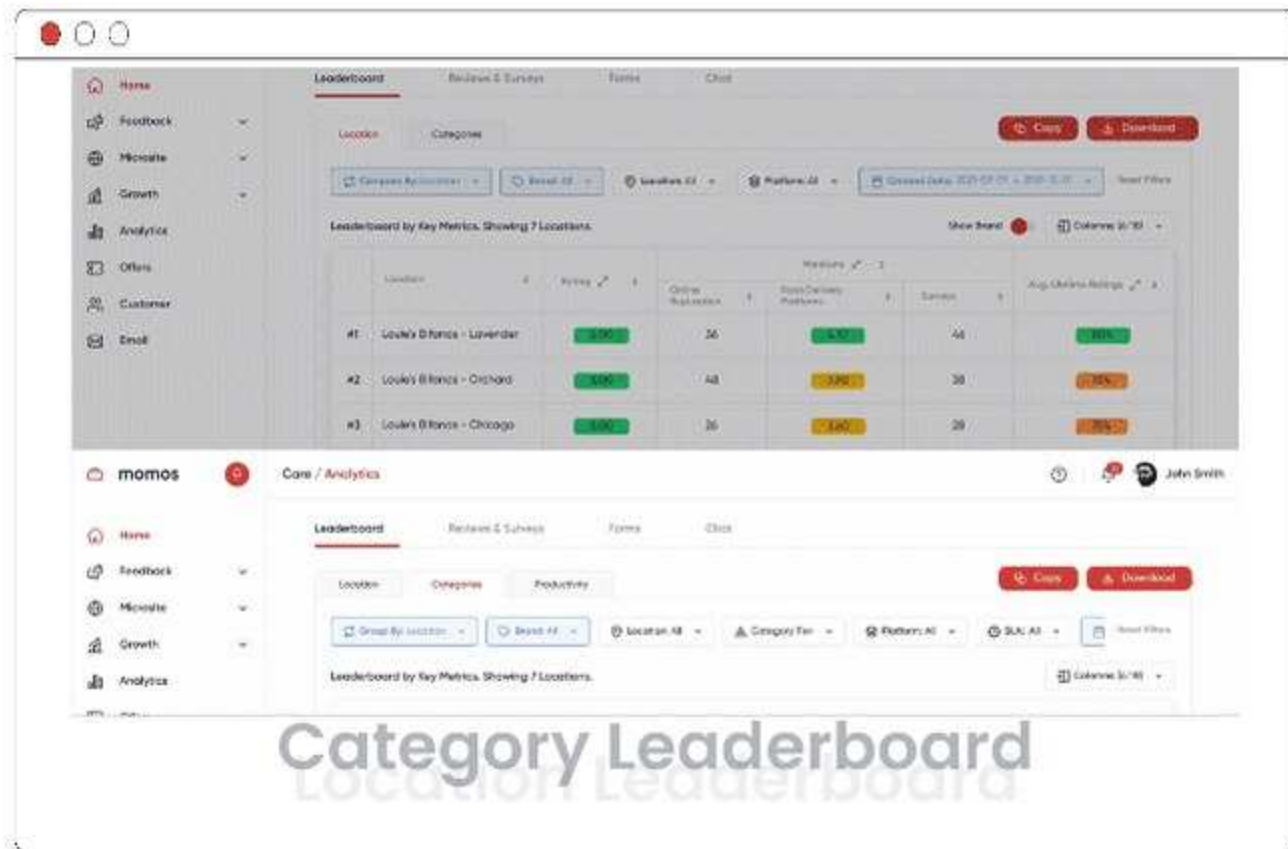
- **Productivity-Level**

Analyze corporate and operations team performance across key metrics and set SLAs for clear response rates and time



Compare by Franchises

Seamlessly compare the performance at different levels like Franchises, Regions, or Cities



AI Insights by Categories and Keywords



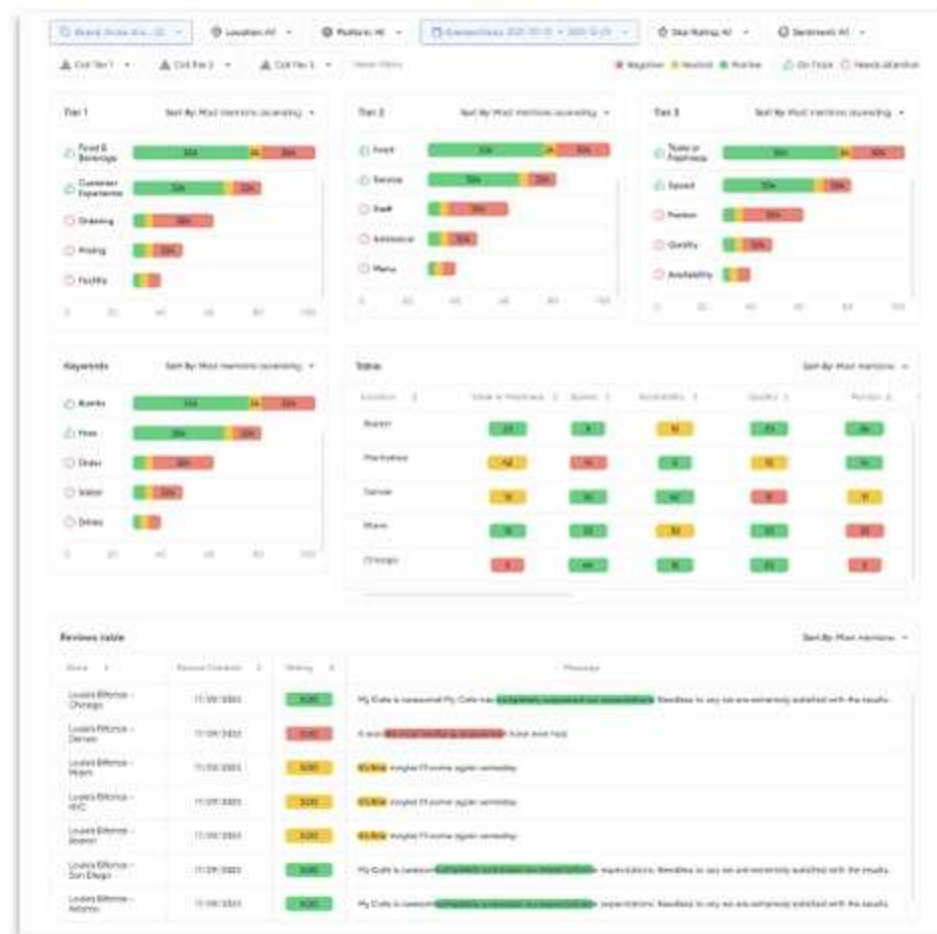
Feedback Categories

Momos AI automatically classifies every review into a relevant category with a specific sentiment score



Feedback Keywords

Momos AI identifies the top keywords at a brand and category level so you always know what your customers are saying



Insights by Configurable Dayparts



Day Parts by Location

Understand guest preferences and optimize your resources by analyzing distinct customizable periods throughout the day by location



Day of Week by Location

Identify trends and optimize operations by analyzing guest preferences for each day of the week across different locations

Day Parts By Location					Metric: OSAT	
Location	Breakfast - 8	Lunch - 8	Snack - 8	Dinner - 8		
Location A	91%	84%	93%	85%		
Location B	81%	85%	95%	87%		
Location C	95%	84%	93%	95%		
Location D	81%	85%	95%	87%		
Location E	90%	84%	93%	85%		

Day Of Week By Location								Metric: OSAT	
Location	Monday - 8	Tuesday - 8	Wednesday - 8	Thursday - 8	Friday - 8	Saturday - 8	Sunday - 8		
Location A	91%	84%	93%	85%	90%	81%	85%		
Location B	81%	85%	95%	87%	90%	92%	95%		
Location C	95%	84%	97%	95%	90%	81%	85%		
Location D	81%	85%	95%	87%	90%	92%	95%		
Location E	90%	84%	93%	85%	90%	81%	85%		

Item-Level Analytics



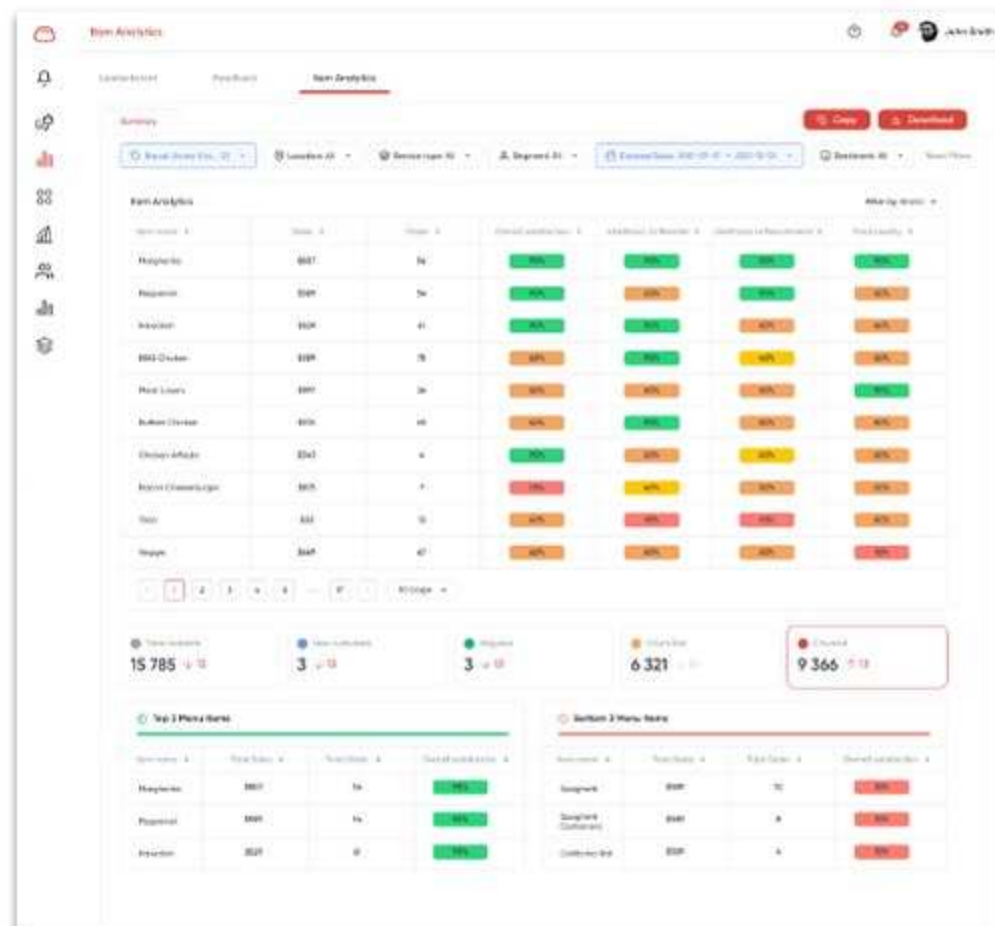
Item Level Reporting

Immediately know which items are leading to the highest and lowest satisfaction even at a customer segment level



LTO Performance

Measure the success of your LTOs not only by sales volume but also by your customer's satisfaction



Automated Incident Email Reports to Take Timely Action



Email Reporting Snapshot

See all your feedback stats directly on your email without needing to log into Momos



Unique Reports at User Level

All email reports are personalized at a location, franchise, region, corporate level



AI Summaries

Automate workflows based on properties, saving time and minimizing manual input



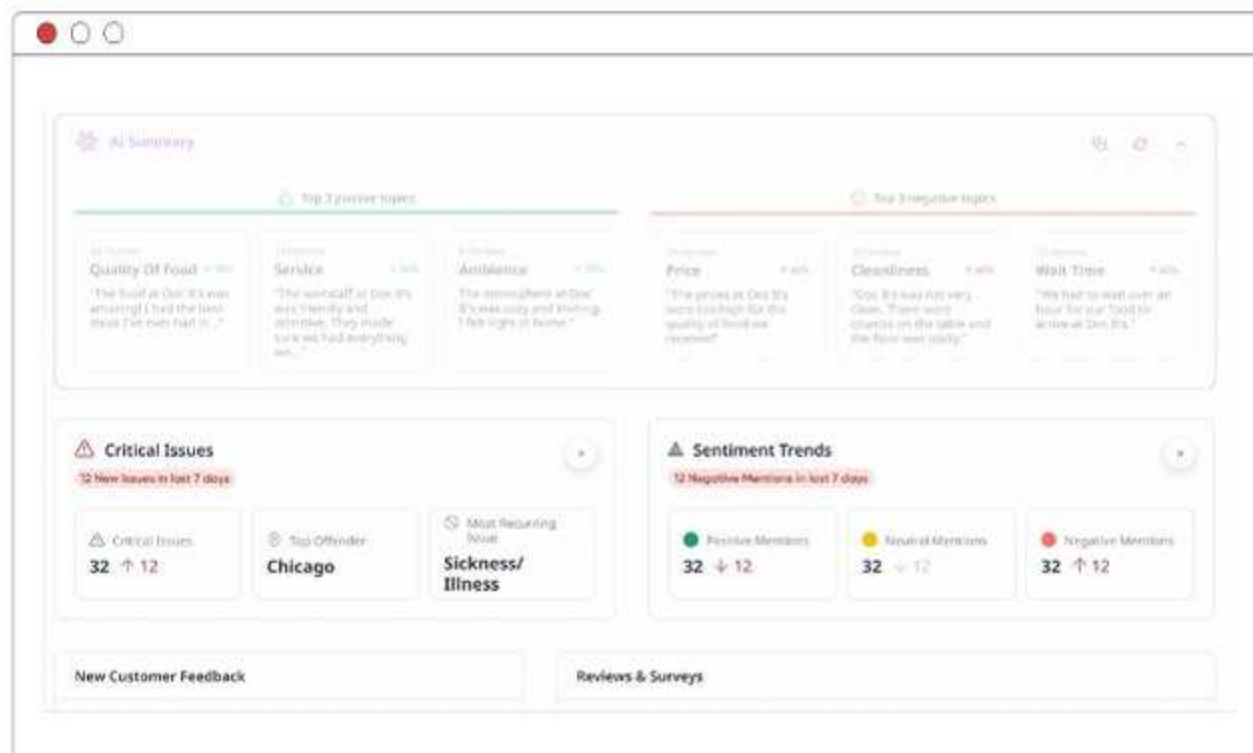
Performance at Location Level

Keep your operators and franchises informed on a daily basis on how they are performing



Category Level Performance

In addition to AI summaries, highlight the top and bottom performing categories for your on ground teams to immediately address





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Google Visibility Reporting to Understand Impact



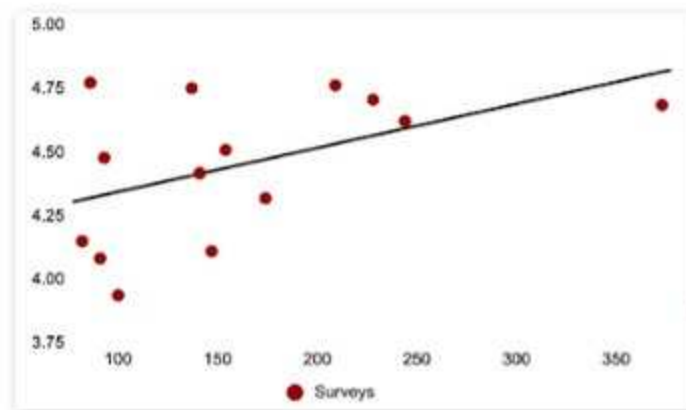
Impact Analysis (Google Profile)

Translate actions taken on Momos into actual Google Profile Impressions & Actions



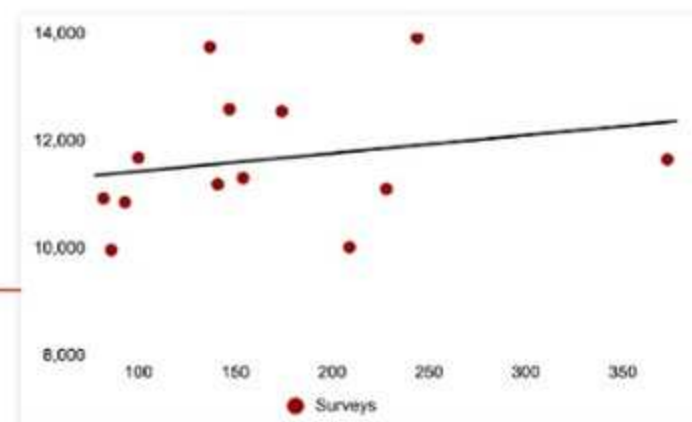
Survey Google Boosting

Analyse and attribute launch of surveys with increased Google Reputation



Surveys vs.
Weekly Google
Ratings

Surveys vs.
Google Actions



Listings Management for Improved Discoverability

1

Listings Onboarding

- Conveniently manage all of your locations within Momos
- Changes are automatically synced from Momos to all available listings

2

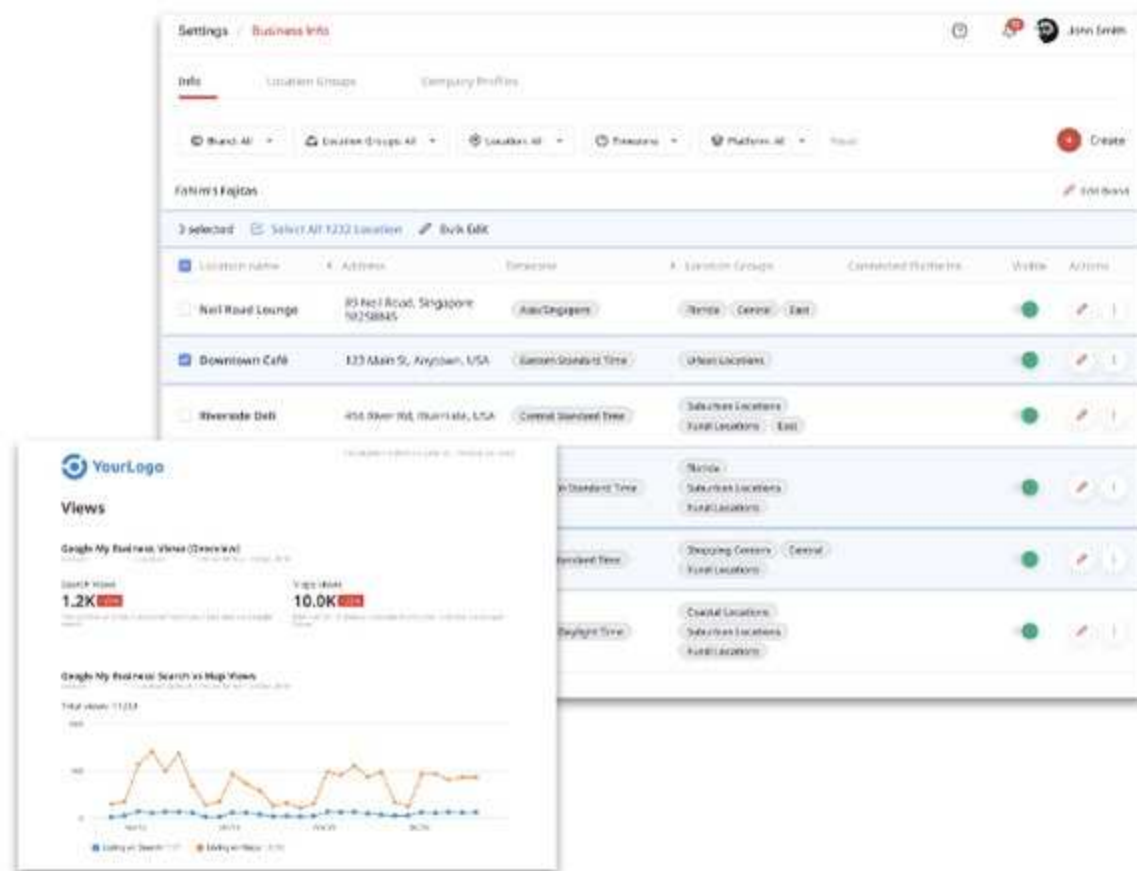
Location Edit

- Sync 30+ attributes to improve your brand's discoverability
- Edit a single location or apply templates across multiple locations at once

3

Reporting

- Receive weekly / monthly reporting on the statuses of your listings
- See trends in customer searches, views & actions on your listing





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Customer Sentiment and Segment Analysis for Deeper Insights



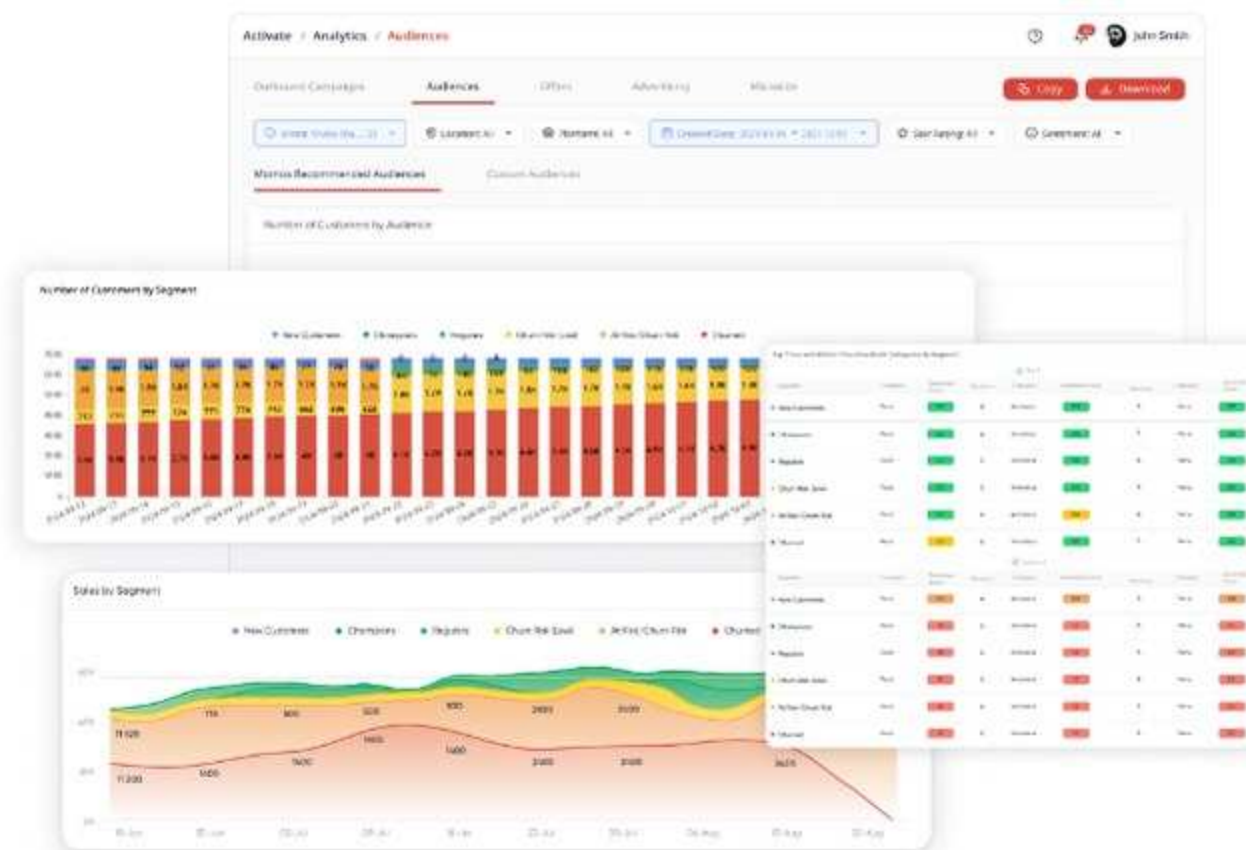
Analyze Customers by Segment and Sentiment

Analyze all your feedback and sentiment data at a customer segment level like your loyal, high value, or churn risk customers



Visualize Customer Insights

Use dashboards to view visit frequency and return speed, tailoring messaging and tracking revenue by segment



Improve Customer Experience with Deeper Customer Segmentation



Customer Feedback Analytics

Analyze all your feedback and sentiment data at a customer segment level.

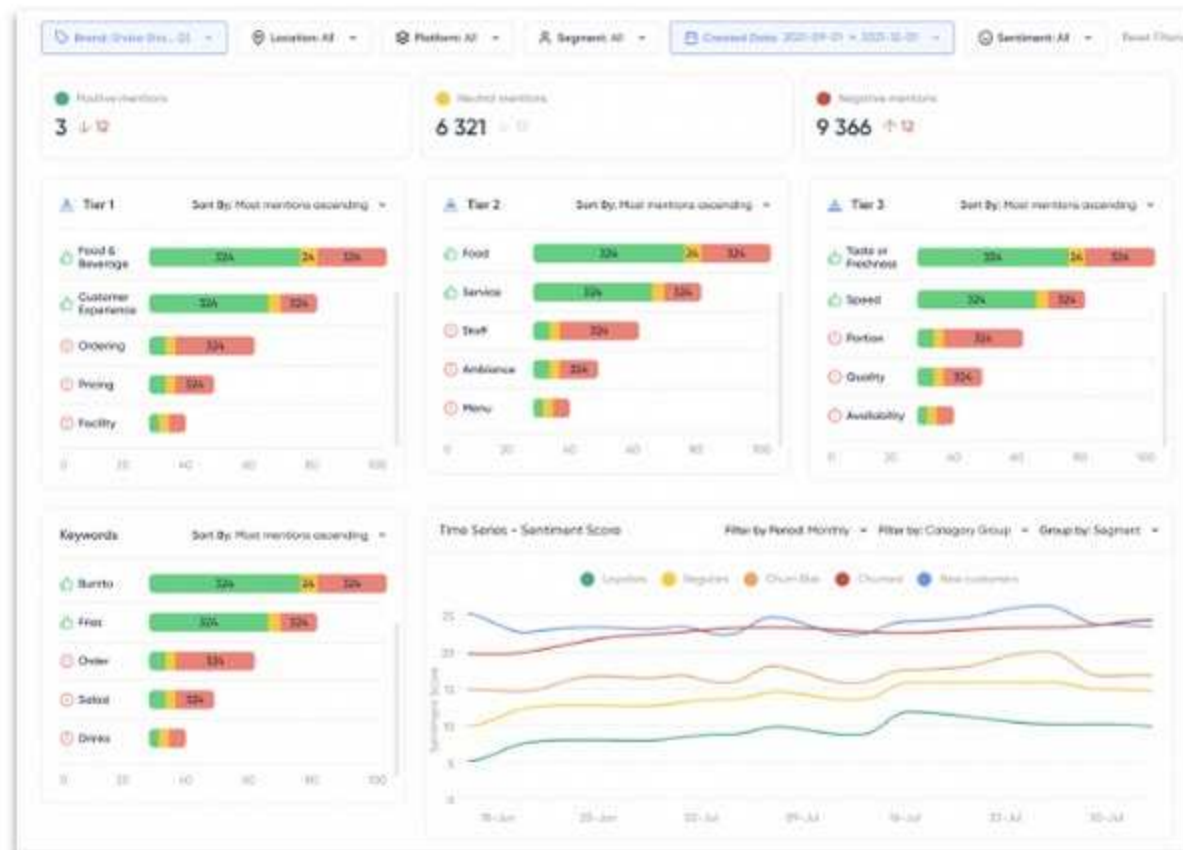
Answer the following:

- Are your loyal customers happy?
- Why are your customers churning?



Customer Time Series Trends

Immediately visualize how your loyal or churn risk customers are trending over time with relation to their satisfaction





AI Customer Platform

End-to-end Customer Lifecycle for Multi-Location Brands

momos Unified Customer Platform

Reputation Management

Better Reviews, more customers,
every location

Save time and drive
more customers

Customer Experience

Improve operationally and
discover customer insights

Learn, improve, drive
more revenue

Customer Service

Automate customer service and
recover unhappy customers

Automate tasks and
recover revenue

Customer Marketing

Activate repeat sales with
personalized marketing automation

Increase retention and
drive more revenue

Automate
Customer
Interactions



Recover
Unhappy
Customers



Improve
Operational
Excellence



Amplify
Online
Presence



Discover
Customer
Insights



Retain
Your
Customers

Built at the
Location Level

Powered by AI

Personalized for Every
Customer





Retain Customers with Personalized Marketing

Bring More Customers Back Through the Door with Automation

Ensure CSAT is high & incidents are low to reduce leaky buckets

1

Consolidate customer data from all your channels



2

Real-time analysis in our Momos CDP



3

Run automated personalized marketing campaigns



4

Measure end-to-end ROI & optimize campaigns



Analyze
Customer **sentiment**



Bring
customers **back**



Boost efficiency
with **automation**



Increase revenue
through repeated sales

Personalized Marketing Automation for Better Campaign Efficiency



Bring Every Customer Interaction to One Place with Customer Data Platform

Consolidate in-store, loyalty, and off-premise data with out-of-the-box integrations and simple CSV uploads into Momos Customer Data Platform



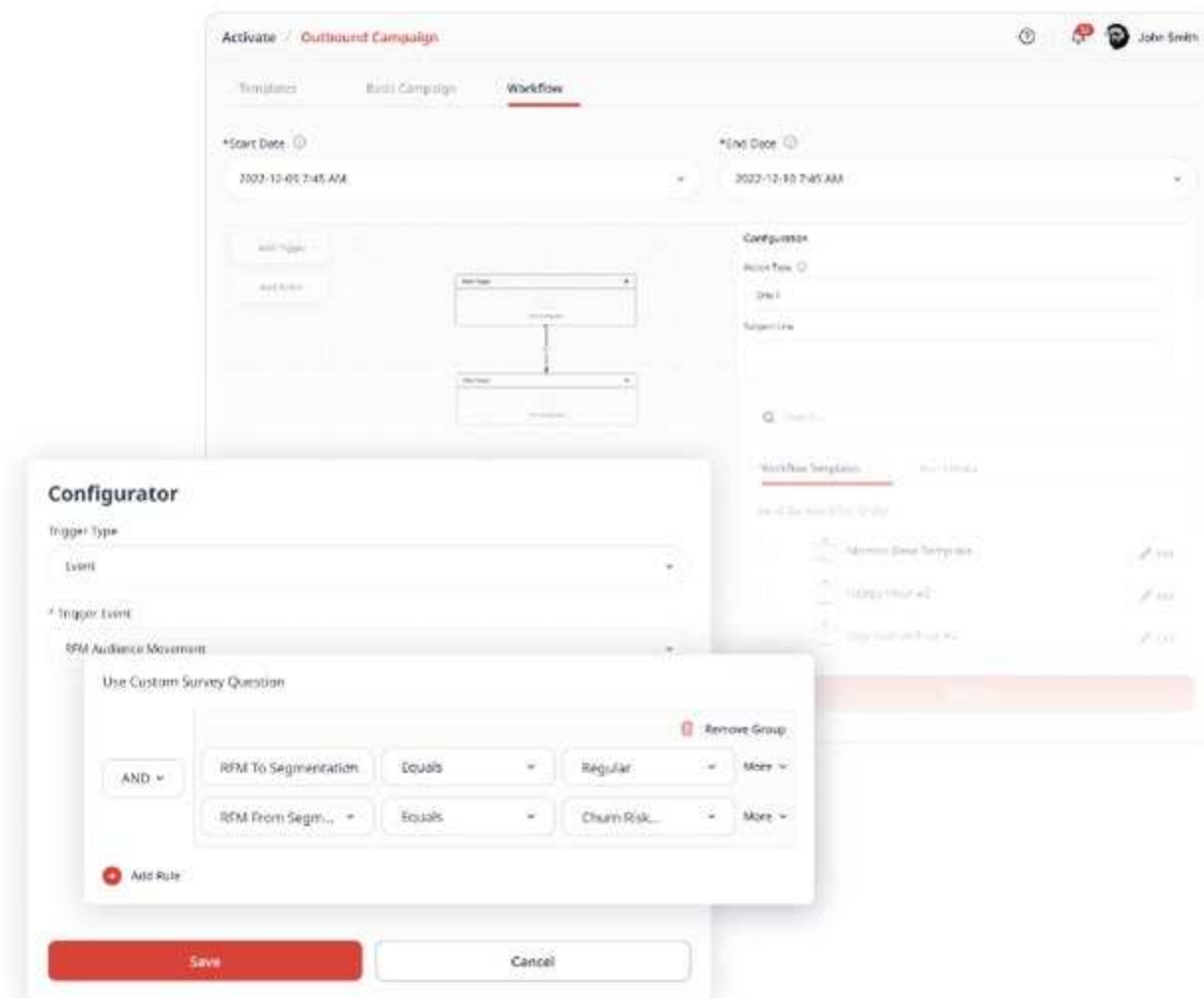
Precisely Target Based on Customer Satisfaction Data using Email & SMS Marketing

Send personalized emails and SMS based on customer sentiment and CAST to convert customers to champions



Automate the Entire Customer Journey with Automated Workflows

- Boost repeat sales, improve customer retention, and reward loyal customers using marketing automation
- Workflow automation captures customer preferences and triggers timely actions that drive revenue



End-to-end ROI Tracking & Insights for Optimized Marketing



Quantify Marketing Impact

Measure sales attributed to campaigns and identify strategies to re-engage customers effectively



Optimize Campaign Performance

Track email and SMS campaigns to target customers likely to engage and convert



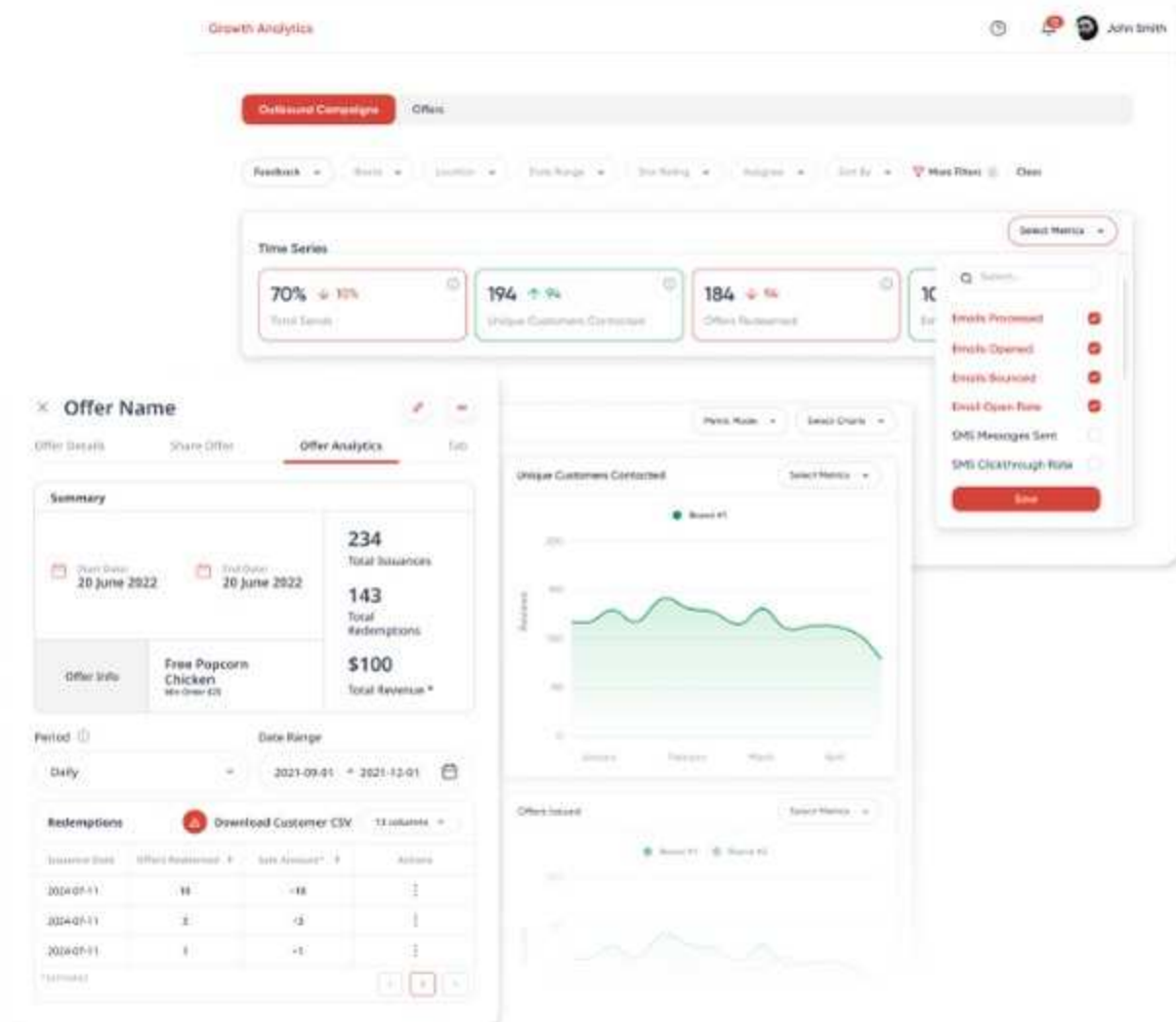
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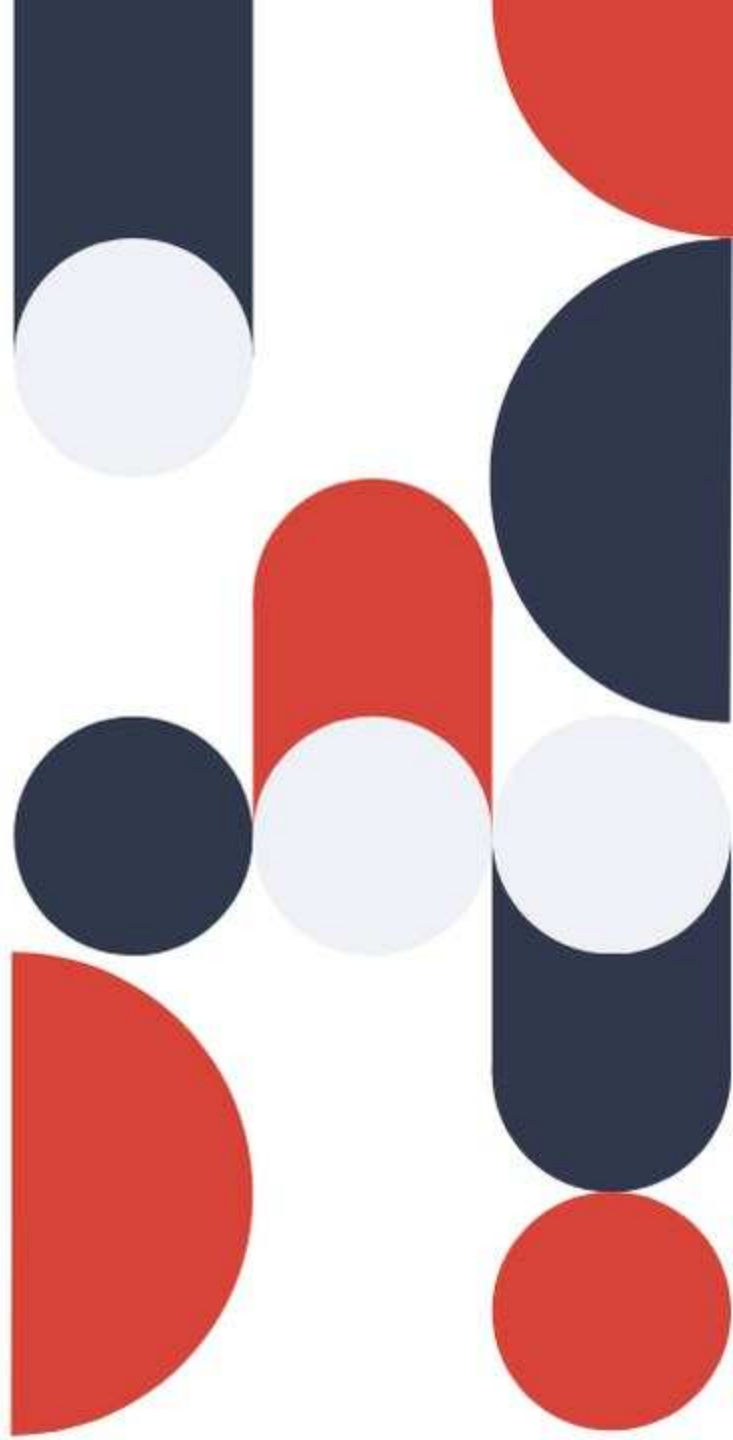
Elevate Customer Experience

Combine RFM and feedback analytics to understand sentiment and behavior, enhancing experiences across touchpoints



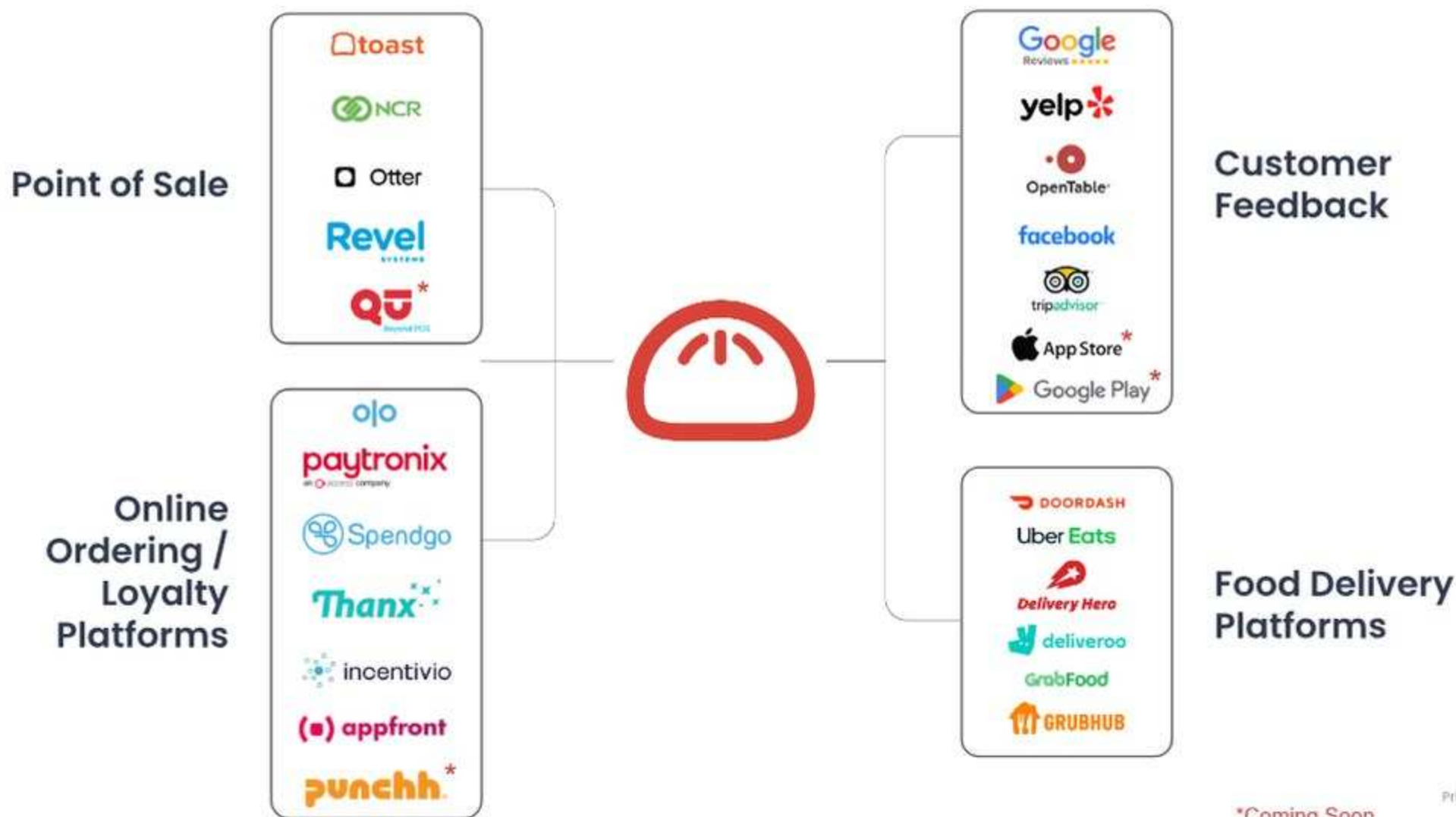


About Momos



Momos is natively **integrated** with your tech stack

Momos enables a seamless migration from other CXM platforms that takes weeks, not months





Thank **You!**

