

A FIELD GUIDE FOR SPECIALTY F&B BRANDS

The Retail *Omnichannel* Playbook

How specialty coffee, bakery, and QSR chains turn fragmented customer touchpoints into a single relationship they own across every channel.

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01

THE PROBLEM

The customer you think is three customers is actually one.

She orders her flat white at 8 a.m. from your flagship. By Friday she has bought a 250g bag from your Shopify store. Your systems see three transactions. She sees one brand.

THE FOUR-SILO PROBLEM

A specialty F&B brand today runs four separate businesses, all serving the same person.

The cost is invisible until you map it. Then it shows up everywhere.

Most specialty coffee, bakery, and QSR brands have grown into a quiet inefficiency. The point-of-sale logs a transaction but not a customer. The Shopify store knows email addresses but not who walks into the store. The aggregator (Uber Eats, Deliveroo, Talabat, Glovo) owns the customer entirely. The loyalty program, if there is one, sits in a fourth tool that talks to none of them.

The result is structural. Brands spend marketing budget acquiring people they already serve five times a week. Retention numbers look weaker than they are because the same regular shows up as a fresh transaction every visit. Aggregator

commissions of 25 to 30 percent quietly become permanent because no other channel has the customer relationship to win them back.

The unit economics work against scale. A brand with eight outlets feels every percentage point of margin loss differently from a brand with eighty. The fragmentation tax compounds with each new location, each new market, each new channel.

This is not a marketing problem. It is an infrastructure problem. And it is the reason specialty F&B brands need an omnichannel layer before they need a new campaign.

IN PRACTICE

A 12-outlet specialty coffee brand with no unified identity layer typically loses visibility on 60 to 80 percent of its in-café revenue, has no idea which Shopify buyers are also store regulars, and pays aggregators for delivery customers it could re-acquire directly for the cost of a notification.

"You do not have a retention problem. You have a recognition problem."

02

THE DEFINITION

Multichannel is
presence.
Omnichannel is
identity.

Most brands believe they are already omnichannel because they sell on three platforms. They are not. Selling everywhere is not the same as recognizing the same customer everywhere.

A WORKING DEFINITION

One customer. One record. One experience. Every channel.

Retail omnichannel is the operating layer that recognizes a single customer across every place she meets your brand. The loyalty points she earns at the counter are spendable on your app. The subscription she buys online is recognized when she walks into the store. The communication she receives reflects what she actually does, not which silo she lives in.

Done correctly, it rests on four pillars.

1. Identity

Every customer interaction creates or updates a single record. Phone, email, app login, POS purchase, e-commerce order. All of them resolve to one person.

2. Loyalty

Points, rewards, and tiers move with the customer, not the channel. A reward earned on Shopify is redeemable at the till. A streak built in-store reflects in the app.

3. Order & Inventory

The same SKU is recognized whether the customer orders it in-app, online, or in-person. Stock data is shared. So is order history.

4. Communication

CRM messaging is triggered by behavior across all channels, not just the one that captured the email. The brand speaks to the customer based on what she actually does.

1

Customer record across every touchpoint

4

Pillars: identity, loyalty, order, communication

0

Aggregator dependency for repeat customers

03

HOW IT WORKS

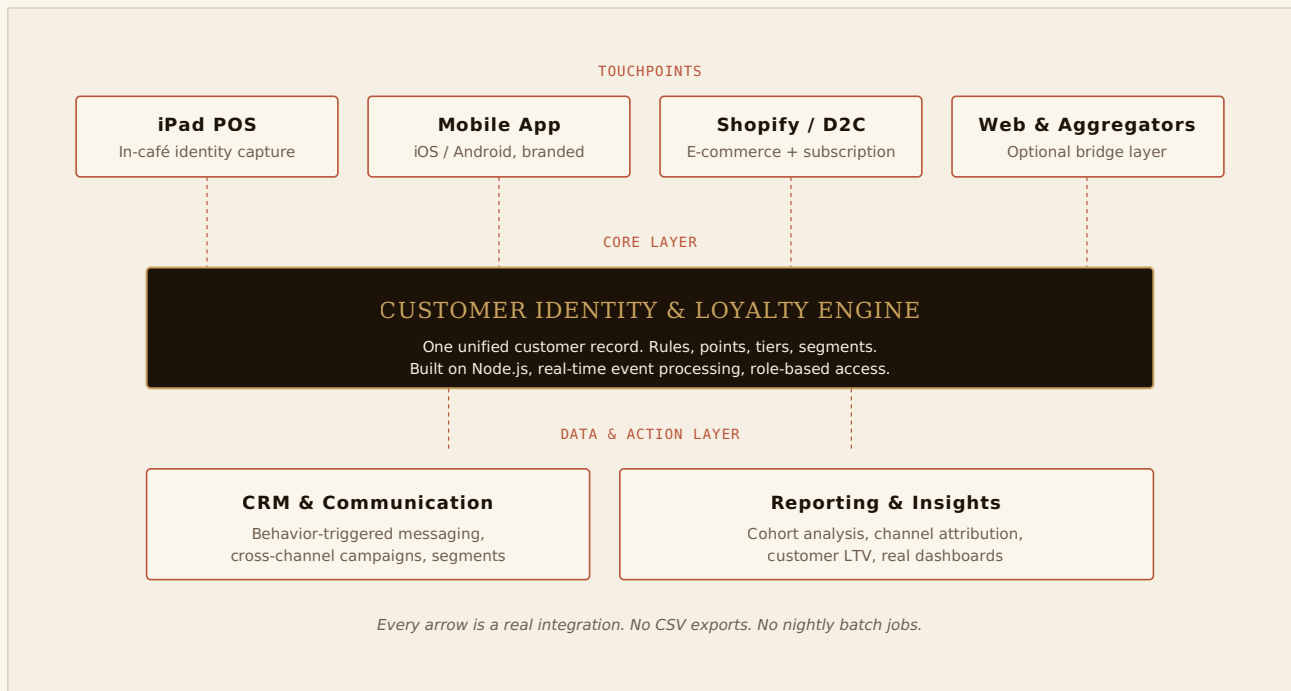
The architecture that makes omnichannel real.

Most omnichannel pitches end here, with a slide of vague boxes. This is the actual stack, the way it sits together, and what each layer is responsible for.

THE WAIQZ STACK

Six layers, one customer record.

The Waiqz architecture is built so that every channel writes to the same identity layer and reads from the same loyalty engine. No data lives in a silo. No system needs to be polled for "the latest." Each piece is a clean integration, not a stitched workaround.



The thing to notice: the customer record sits in the middle, not at the edge. Every channel writes to it. Every dashboard reads from it. There is no master spreadsheet, no hand-stitched Zapier flow, no dependency on a vendor's API roadmap to know who your customers are.

04

INDUSTRIES

Specialty F&B is
not one category.
It is several.

*The omnichannel layer adapts to each. Here is
how it shows up across the verticals we work
with most.*

WHERE WAIQZ FITS

The same architecture, tuned to each vertical.

Specialty Coffee Chains

High-frequency, high-LTV customers across multiple cafés and a roaster D2C arm. **What we unlock:** recognition of subscription buyers walking into stores, loyalty that follows the customer across café and bean-bag purchases, reduced aggregator dependency on regulars.

Bakeries & Dessert Brands

Multi-format brands selling at counters, via delivery, and through a growing online catalog. **What we unlock:** birthday and event-driven CRM tied to actual purchase patterns, cross-channel pre-orders, and a single customer record across formats.

QSR & Fast Casual

Brands fighting commission compression and aggregator lock-in. **What we unlock:** direct ordering channels, identity capture at the counter, and behavior-triggered offers that pull customers off aggregators without losing them.

Multi-Format Hospitality

Operators running cafés inside hotels, retail-spaces, or co-working venues. **What we unlock:** tourist-to-app conversion, partnership data sharing, and one customer view across what would otherwise be three operating businesses.

Premium Retail F&B

Single-location founder brands ready to scale into a chain. **What we unlock:** the customer infrastructure to make outlet two, three, and ten feel like the same brand to the customer, not three separate ones.

A NOTE ON FIT

Waiqz is built for brands with five to fifty outlets, founder-led leadership, and meaningful growth velocity. If you have under five outlets, the architecture is overkill. Past fifty, you usually need a custom enterprise build. The middle is where the gains compound fastest.

05

VERTICAL FOCUS

Why coffee chains need this first, and most.

Of every specialty F&B vertical, coffee has the highest customer frequency, the worst data fragmentation, and the deepest aggregator dependency. The math points one direction.

THE UNIT ECONOMICS ARGUMENT

A coffee regular is the most valuable customer in F&B. She is also the least visible.

A regular drinks four to five times a week. Capture her identity once and the LTV compounds for years. Miss her and you keep paying acquisition for a customer who never left.

Coffee has a structural advantage other F&B verticals do not. The frequency is daily, sometimes twice daily. The basket is small but predictable. The customer is loyal to a few brands at a time, not promiscuous across dozens. This is the dream LTV profile.

It also has a structural disadvantage. The transaction is fast, often contactless, often no name attached. The aggregator captures the email for delivery. The website captures the email for a 250g bag of beans. The café itself, which sees the customer five times a week, captures nothing.

The fix is not a loyalty card. It is the infrastructure that makes the loyalty card meaningful, that connects it to the e-commerce store, that lets the brand recognize a customer across every format she chooses to buy in.

The three problems specific to coffee

- **Café invisibility.** The most loyal customers (in-café regulars) are the least identified. Your app users are often not your best customers, just your most willing to type.
- **Aggregator cannibalization.** Delivery commissions of 25 to 30 percent on customers who would happily order direct, if you had a direct channel for them.
- **D2C orphaning.** Subscription and bean-bag buyers on Shopify who are also store regulars, but the two systems do not know about each other.

"You do not need a new acquisition channel. You need to recognize the customers you already have."

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CASE STUDY

Syra Coffee: building the customer layer underneath a specialty roaster.

A Spain-based specialty coffee brand running cafés and a D2C operation. The build was full-stack, end-to-end, and shipped under a single roof.

CLIENT FILE

Syra Coffee

Specialty roaster & café operator, Spain.

VERTICAL	Specialty coffee, café operator + D2C roaster
GEOGRAPHY	Spain (Barcelona-led)
FORMAT	Multi-outlet café network with subscription and bean-bag e-commerce
ENGAGEMENT	Full-stack platform build, owned and operated by Waioz

The Challenge

Syra was scaling on two fronts at once. The café network was growing across cities, and the D2C roaster business was building a real subscription base. The two were running on systems that did not speak to each other. A subscriber who walked into a café was anonymous at the counter. A regular who tried the bean store online started from zero.

The brand needed an infrastructure layer that could keep up with both growth fronts without forcing the team into a permanent stitching exercise of plug-ins and exports.

The Build

Waioz delivered the customer infrastructure end-to-end. No vendor stitching. One team across product, engineering, and integrations.

Node.js backend

iOS app

Android app

iPad POS

Shopify integration

Loyalty engine

CRM layer

WHAT THIS LOOKS LIKE IN OPERATION

A customer pays at the iPad POS, the transaction is tied to her record. She opens the app the next morning and the points are already there. She buys a 250g bag from the Shopify store on Friday. Her account reflects it instantly. The next campaign she gets is built on what she actually does, not which silo last touched her.

WHAT CHANGED

From two disconnected businesses to one customer relationship.

The most useful way to describe the outcome is not in stats but in capability. After the build, Syra could do things its previous stack never allowed.

- **Recognize a subscriber at the counter.** The barista sees who walks in, what they usually order, and what reward is waiting for them.
- **Run a loyalty program that spans café and e-commerce.** Points earned in-store are spendable on Shopify. Subscriptions count toward tier status.
- **Send communication based on real behavior.** A subscriber who has not walked into a store in six weeks gets a different message from a regular who has not tried the bean store yet.
- **Scale without losing the customer.** Each new outlet plugs into the same identity layer. The customer does not see "a new system" when she visits a new location.
- **Own the data.** No aggregator dependency for repeat customers. Every relationship the brand earns, the brand keeps.

"The infrastructure is invisible to the customer. That is what makes it work."

THE TRANSFERABLE LESSON

The Syra build is not a template. It is proof that a specialty F&B brand can have a custom-fit, full-stack omnichannel layer, owned end-to-end, without years of integration work. Every brand we work with gets the same shape, configured to its own format, geography, and growth stage.

STARTING THE WORK

Three steps before you talk to a vendor.

You do not need to have a build picked out to begin. The first work is internal, and most brands can do it in a week.

Step 1. Map your silos.

List every system that holds a piece of customer data: POS, e-commerce, app, loyalty tool, email platform, aggregator portals, reservations, anything else. Most brands find four to seven. The number itself is the diagnostic.

Step 2. Identify the leakiest channel.

Pick the channel where the highest-value customer is least identified. For most coffee and bakery chains, this is the in-café walk-in. For QSR, it is usually the aggregator. That is your starting point.

Step 3. Design the identity layer first.

Resist the temptation to start with the app or the loyalty program. The identity layer is the thing every other system reads from. Get it right and the rest is easier. Skip it and you rebuild later.

WHEN TO BRING IN WAI OZ

If after Step 1 you find more than four silos, growing faster than your operations team can handle them, the case for an omnichannel layer is already made. The next conversation is about format, geography, and timeline, not whether to build.

"The brands that win the next decade in F&B will be the ones who own the customer relationship across every channel."

A FINAL NOTE

If your
customer
shows up
everywhere,
*so should your
brand.*

Waioz partners with founder-led specialty F&B brands building the next decade of customer infrastructure. If you are running between five and fifty outlets, growing fast, and feeling the cost of fragmentation, we should talk.

TALK TO UShello@waioz.com**ON THE WEB**waioz.com**BOOK A CALL**waioz.com/intro