



TableTap™

PRODUCT REFERENCE

FEATURES & FUNCTIONALITY

Everything TableTap does, by plan, in one place.

EDITION · OCTOBER 17, 2026

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TABLETAP™ FEATURES & FUNCTIONALITY

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TableTap turns every restaurant table into a branded digital menu: guests tap an NFC sign or scan a QR code and the menu opens on their phone, with no app to download. Restaurants get a dashboard for menus, tables, staff, VIP guests, rewards, campaigns and analytics. TableTap never takes orders or payments, and it works alongside the restaurant's POS, never in place of it.

01 At a glance

Three plans: **Essential** (the branded menu), **Engage** (adds guests, VIP, rewards, campaigns and analytics) and **Pro** (adds 3D dishes and advanced POS insights). Each plan includes everything in the plans before it.

Feature area	Plan	Status
Branded guest menu (tap or scan, no app)	Essential	Live
Menus, schedules, publishing and versions	Essential	Live
Tables, QR codes and NFC signs	Essential	Live
Guided setup and restaurant dashboard	Essential	Live
Team, roles and station PINs	Essential	Live
Email (invitations, confirmations, welcomes)	Essential	Live
Across the Table support sessions	Essential	Live
Menu in up to 8 languages, audio descriptions	Engage	Live
Active tables and guest recognition	Engage	Live
Customers: VIP list and feedback	Engage	Live
Rewards (visit-based)	Engage	Live; points-based coming soon
VIP campaigns and offers	Engage	Live; some campaign types coming soon
Analytics (menu engagement)	Engage	Live; purchase insights need a POS
3D / AR dishes	Pro	Coming soon
Advanced POS intelligence	Pro	Coming soon
POS connections, menu import, website menu	All	Coming soon

02 Guest experience on the phone

A guest taps the table sign or scans its QR code, and the restaurant's own menu opens in their phone's browser. Guests see the restaurant's brand, not TableTap's.

- **Welcome screen:** logo, colors, hero photo and a welcome message in the restaurant's words.
- **Menu:** the menu that's on right now (by day and time), categories as tabs, item cards with photo, price, short description and dietary labels.
- **Item details:** longer description, allergens (shown only after the restaurant reviews them), dietary labels, spice level, and a photo description for screen readers.
- **Languages (Engage):** a language picker with up to 8 languages: English, Spanish, Chinese, Vietnamese, Tagalog, Korean, Arabic (right to left) and French. Untranslated items show in English with a note.
- **Audio (Engage):** guests can listen to an item's description.
- **Accessibility:** larger text and a high-contrast mode.
- **Today's special** and links to reservations, reviews and social pages.
- **Join the VIP list (Engage):** first name and email, VIP terms required, marketing consent optional and separate, birthday optional (when the restaurant asks).
- **Join rewards (Engage):** sign up for the restaurant's rewards program from the menu.
- **Welcome back:** a returning VIP or rewards member sees their name, their rewards progress and their **My VIP offers** (campaign title, message, offer, expiry, terms).
- **Private feedback:** a 1 to 5 rating, topics, comments, and an optional request for a reply.
- **Not you?** A guest on a shared phone can remove their details from that phone at any time.

The menu never takes orders or payments. Offers are shown to the server, who marks them redeemed.

03 Menus and publishing

- **Multiple menus** (Lunch, Dinner, Happy hour, Late night), each with its own days, hours and locations. TableTap warns about schedule overlaps and gaps but never fixes them silently.
- **Categories and items:** name, price, short and long descriptions, photo with focal point, photo description, dietary labels, allergens, spice level, availability (available, seasonal, temporarily unavailable), featured items.
- **Allergen review:** allergens appear to guests only after someone on the team marks them reviewed.
- **Translations (Engage):** each item's name and descriptions per language.
- **Completeness meter:** each item shows how complete it is; **Complete item** jumps to what's missing.
- **Photo upload:** JPG or PNG, up to 5 MB, stored securely for that restaurant only.

- **Drafts and publishing:** edits stay a draft until someone selects **Publish**. Each publish is a numbered version.
- **Version history and restore:** see what changed in each version and restore any earlier one. A restore is published as a new version; nothing is deleted.
- **Change log:** who changed what, when, with before and after.
- **Menu for each location:** a menu can run at one or several locations.

04 Tables, QR codes and NFC signs

- **One private link per table,** grouped by area (Dining room, Patio, Bar) and location.
- **QR codes:** shown in each table's details and downloadable as an SVG file for printing at any size.
- **NFC signs:** programmed by Across the Table, never by the restaurant.
- **Tap test before go-live:** Across the Table taps each sign in a shared session; TableTap checks the right table, the link and the menu, and marks the sign **Ready**. Test taps never create visits or analytics.
- **Sign status:** not programmed, programmed, ready, needs attention.
- **Replace a sign or link:** if a sign is damaged, taken or copied, the table's link can be replaced so the old one stops working.
- **Report a problem** with a sign or QR code straight to Across the Table.

05 Restaurant setup and dashboard

- **Purchase-gated sign-up:** only an email that bought TableTap (through Stan Store, or added by Across the Table) can create an owner account. Staff sign up only after the owner invites them.
- **Guided setup in 9 steps:** account, business, brand, menus, POS / import, tables and signs, languages and accessibility, preview, publish. Progress saves automatically and follows the owner to any device.
- **Live phone preview:** while editing, the dashboard shows exactly what guests will see, on mobile, tablet or desktop sizes.
- **Brand:** logo upload, main and button colors with a readability (contrast) check, welcome message in each language.
- **Dashboard home:** setup health, what needs attention (unpublished changes, items missing photos or translations, signs not ready), the menu on now, tables working, VIP count.
- **Go-live checklist:** restaurant profile, branding, menu test, table signs tested, staff training. Across the Table turns the restaurant live after the tests pass.
- **Multiple locations:** each with its own time zone, tables and menus.
- **Works on any device:** computer, tablet or phone, in the browser.

06 Team, roles and permissions

Everyone has their own sign-in; nobody shares a password, and Across the Table never sees or sets one.

Role	Can do
Owner	Everything: team, VIP settings, permissions, all pages.
Manager	Tables, Active tables, menus, customers, rewards, campaigns.
Menu manager	Edit menus; view campaigns and analytics.
Marketing	View menus; create VIP campaigns and offers; analytics.
Server	Active tables, Team and Help; redeem offers and rewards.

- **Invitations:** the owner invites by name, email and role; the invite is emailed and lasts 14 days; it can be withdrawn.
- **Change roles or turn off access** at any time; access off signs the person out of that restaurant immediately.
- **Station PINs:** each person sets a 4 to 8 digit PIN to unlock the shared server tablet.
- **Campaign permissions:** the owner decides which roles can view, create, edit, launch and pause campaigns, manage offers, see campaign analytics and redeem offers.
- **Two-step sign-in** (authenticator app) is required for Across the Table staff.

07 Active tables and guest recognition (Engage)

Active tables shows staff which tables have guests on TableTap right now, so they know who's back before they reach the table.

- **Live table grid,** one location at a time, refreshed every 10 seconds.
- **Guest levels:** New guest (not recognized, no name), Returning guest (same phone as before, never named), Identified (a VIP or rewards member, shown by first name).
- **Alerts:** VIP arrival, returning customer, offer available, reward available, visit milestone (5th, 10th, 25th visit). Marked **NEW** until someone acknowledges.
- **What staff see** is set by the owner: first name, returning status, visit count, VIP, rewards, available offers, last visit date, approved hospitality notes, preferences.
- **Redeem at the table:** mark a VIP offer or reward redeemed, once.
- **Not this customer:** unlinks a visit from the wrong person (for example a shared phone) without changing their record.

- **Clear table:** ends that party's session; nothing is deleted. A new party that sits down first is never cleared by mistake.
- **Server station mode:** a full-screen tablet view that locks after a few idle minutes; staff unlock it with their own PIN.
- **Qualifying visits:** refreshing, re-scanning, re-tapping or opening extra tabs never counts as an extra visit.
- **Automatic table timeout:** an inactive table goes idle, then closes on its own.

08 Customers, VIP and feedback (Engage)

- **VIP list:** each member's first name, email, preferred language, join date and marketing consent, visible to owners and managers only.
- **VIP members view:** VIP since, recognized visits, last visit, home location, rewards status, active offers, and campaigns each member qualifies for.
- **Separate consent:** VIP membership, rewards membership, email marketing and SMS marketing are recorded separately, with the wording the guest agreed to. Being VIP never means a guest agreed to marketing.
- **Existing email on a new phone:** TableTap emails a 30-minute confirmation link before linking that phone, so nobody can claim someone else's account.
- **Private feedback:** rating, topics, comments and optional contact details. Low ratings and reply requests are flagged **Customer follow-up recommended**; **Mark resolved** when handled.
- **Feedback stays private:** never posted publicly; guests are never asked for public reviews.

09 Rewards (Engage)

- **Visit-based and milestone programs:** for example, every 5th qualifying visit earns a free large pizza.
- **Program setup in 6 steps:** program, type and rules, reward and its value, locations and dates, terms, review. Saved as draft or active; one active program at a time.
- **Versioned rules:** changing a rule never rewrites past earnings.
- **Automatic earning:** each qualifying visit at a participating location earns 1 visit, once. Test, website and direct-link visits never count.
- **Reversals:** when a visit stops counting (for example Not this customer), it is reversed with a new entry; nothing is erased.
- **Redeem:** staff mark a reward redeemed when it's available.
- **Adjustments:** add or remove visits with a required reason.

- **Ledger:** every earn, redeem, reversal and adjustment is kept, with who did it and why. Balances can't be edited directly.
- **Members by first name only**, with balance, progress to the reward and last visit.
- **Guests see their progress** on the menu after signing in to the program.

10 VIP campaigns and offers (Engage)

- **Offer library:** reusable offers (complimentary item, percentage discount, fixed amount, custom) with eligible items or categories, minimum check, how long it lasts after it's issued or a fixed end date, locations, total and per-member limits, stacking, and terms. Statuses: draft, active, paused, archived.
- **Campaign wizard in 9 steps:** type, details, audience, offer, locations, delivery, schedule, preview, review. Every check runs again on the server at launch.
- **Campaign types:** VIP welcome, We miss you, Birthday, VIP appreciation, Visit milestone, New menu, Special event, Seasonal, Custom.
- **Audiences (identified VIP members only):** all VIPs, new VIPs, returning VIPs, by number of visits, VIPs who haven't returned, VIP + rewards, reward available, by home location, by join date, menu interest (items opened, never treated as bought), birthday this month.
- **Live audience estimate** while building the campaign.
- **Launch issues offers right away** to everyone in a one-time campaign's audience; each member gets an offer once per campaign, with the terms copied at that moment.
- **Scheduled campaigns** start on time and end on their end date automatically.
- **Automated campaigns:** welcome offers the moment someone joins VIP; win-back, milestone and birthday checked nightly at 2:00 AM restaurant time, or with **Run evaluation now**.
- **Delivery:** on the guest's menu, in their "My VIP offers" screen, and on the staff table view. The restaurant chooses which. No email or text messages.
- **Lifecycle:** draft, scheduled, active, paused, completed, cancelled. Ended campaigns can't be reopened; issued offers keep their own expiry.
- **Redemption:** staff mark an offer redeemed at the table; each offer works once and the redemption limit is enforced.
- **Measurement:** eligible, issued, shown on the guest's phone, redeemed, and returned for a later visit. No revenue is estimated.
- **Activity and audit history:** every launch, pause and edit with who did it, before and after.
- **VIP settings (owner):** ask for birthday, VIP terms (a new version is recorded whenever they change), and campaign permissions by role.

11 Analytics: Menu Intelligence (Engage)

Your POS shows what sold; TableTap shows what caught guests' attention first.

- **What's measured:** items seen on screen, items opened, audio listens, 3D views, allergen and dietary details checked, the path through categories, language, time of day, location, and new vs. returning vs. identified guests.
- **Reports:** overview, top viewed items, menu engagement, categories, menu journey, languages, dayparts, location comparison (with 2 or more locations), guest segments.
- **Filters:** date range (last 30 days), location, menu, category, daypart, language, guest segment, entry source (table, website, direct link).
- **Item detail:** every report links to a single item's full engagement.
- **Data rules:** a view is never treated as a purchase; tests and automated traffic never count; no names, emails or device details appear; every number carries its source label.
- **Purchase insights (with a POS):** purchased together, engagement vs. purchase, verified sales per item. These wait for a POS connection.

12 Email

TableTap sends only emails a person asked for, from tabletap@mail.acrossthetable.biz, in the restaurant's name and colors. No marketing emails.

Email	Sent when	Languages
Staff invitation	The owner invites someone	English
Confirm it's you	A guest uses an email that's already on file	English, Spanish
VIP welcome	A guest joins the VIP list	English, Spanish
Rewards welcome	A guest joins rewards	English, Spanish
Account confirmation, password reset	Sign-up, "Forgot your password?"	English

- Sent within about a minute; failed sends retry up to 5 times.
- An expired confirmation link is never sent, and the link is removed from TableTap's records once sent.
- The Team page says "We emailed the invitation" only when email is actually going out.

13 Across the Table support and Product Owner tools

- **Product Owner home:** Across the Table's list of customers: email, plan, source (Stan Store or added by hand), whether they've created their account, and their restaurant's setup progress or live status. No

guest data.

- **Add a customer:** lets an email create its TableTap account when the sale didn't go through Stan Store (for example a pilot).
- **Shared support sessions:** the owner starts a session and reads a 6-digit code (single use, 10 minutes). Across the Table joins, works alongside them, and every change is logged where the owner can see it. Either side can end it; ending signs Across the Table out right away.
- **Least access:** in a session, Across the Table can configure and fix, but can't see guest contact details, change customers, adjust reward balances, redeem offers, or change the restaurant's team.
- **NFC sign programming and tap tests** done in a shared session.
- **Go-live:** Across the Table turns a restaurant live after the menu test and sign tests pass.
- **Report a problem:** restaurants send issues (broken sign, wrong menu, POS, rewards, offers) straight to Across the Table.
- **Two-step sign-in** required for every Product Owner action.
- **Help in the app:** step-by-step guides for every feature, searchable, from the Help page.

14 Privacy, security and data rules

- **Restaurant isolation:** every record belongs to one restaurant; staff of one restaurant can never see or change another's.
- **Location access:** managers and servers can be limited to their own location.
- **No guessing who a guest is:** a guest is named only after they join VIP or rewards themselves. No device fingerprinting, no identity from IP addresses.
- **Guests control their phone:** "Not you? Remove my details from this phone" unlinks it instantly.
- **Previous orders are never shown to guests,** and table-level POS data is never treated as one person's purchase.
- **Tests never count:** Across the Table's test taps and test visits never create customers, visits or analytics.
- **Audit trail:** material changes record who, what, before and after, and when; personal details are never copied into it.
- **Guest API protections:** checked requests, rate limits, safe error messages, and only allow-listed fields ever returned to a phone.
- **Passwords:** each person sets their own; Across the Table never sees or sets them.
- **No payments:** TableTap stores no card or payment information.

15 Sales demo

tabletap.acrossthetable.biz/demo/ is a complete copy of TableTap for sales presentations, featuring a fictional pizzeria, Desert Crust Pizza. It runs only in the browser: nothing reaches a real restaurant or guest.

- **New purchase:** walk through sign-in and the 9-step setup.
- **Already set up:** a busy restaurant with tables, VIPs, rewards, campaigns and analytics.
- **Package switcher:** show what Essential, Engage and Pro each add.
- **Fill in sample** on every form, which can be turned off to look like the live app.
- **Both / Admin / Guest views:** dashboard and guest phone side by side, or either alone.

16 Coming soon

These are designed and show "coming soon" in the dashboard; they are not available yet.

Feature	What it adds	Needs
POS connections (Toast, Square and others)	Menu sync from the POS, completed checks	Provider integrations
Points-based rewards and reward boosts	Points per dollar, double-points campaigns	POS connection
Purchase insights	Purchased together, engagement vs. purchase	POS connection
Last verified order	A guest's previous order on the staff table card	POS connection
POS staff notes and POS-verified redemption	Offer notes on the check; redemption confirmed by the POS	POS connection
Advanced POS intelligence (Pro)	Deeper sales and modifier analysis	POS connection
3D / AR dishes (Pro)	Guests view dishes in 3D at true size	3D model pipeline
Menu import	Load a menu from a spreadsheet or PDF	Import tool
"Join our VIP Club" campaigns	Invitations shown to guests who aren't members	Guest-menu banner
Announcement-only campaigns	Campaigns without an offer	Guest-menu message
Offer opens	Knowing when a guest opened an offer	Guest tracking event

Feature	What it adds	Needs
Website menu and scheduled publishing	The menu on the restaurant's website; publish at a set time	Embed and scheduler

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