



# White Paper

## Supporting the Case for Online Ordering

*The statistics are clear that within the US customers want convenience and reflect that in their dining habits. USA Today found that the average American ate 81 meals inside restaurants, but ordered 127 as to-go or carry-out meals. The National Restaurant Association (NRA) stated that 78% of US households purchased at least one carryout or delivered meal per month. The NRA also stated that 64% of patrons say they would utilize online ordering if it were available. As for restaurants, over 90% offer some type of take-out, usually over the phone. It is estimated that less than 10% of all restaurants currently offer online ordering.*

### What Benefits are Associated with Online Ordering?

There are several aspects to Online Ordering that make it such an attractive offering.

#### 1) Sell "Outside the Box" and Bring New Customers to Your Restaurant.

Restaurants are always searching for new ways to expand their business. Online ordering is a great way to bring both new and existing people into your store.

#### Influence prospective customers

- Online ordering allows you to sell outside the box. Customers can learn about your restaurant over the web 24x7, then connect and order from you within minutes. Another group of customers, office employees, want and need the convenience Online Ordering provides. In a busy office setting, an office manager or employee may be more inclined to buy from a restaurant that provides an ordering vehicle they are likely very familiar with (the Internet) and one that responds quickly and accurately.

#### Generate repeat customers, and enjoy repeat profits

- A recent research survey conducted in 2008 revealed that online retailers adjust to a weakening economy by focusing on deepening relationships with their current customers. These customers are eager for, and will likely accept, promotions that you may offer. You have an opportunity to engage and persuade those customers, who in turn influence others to frequent your site. Online Ordering allows

you to target special promotions to new and existing customers encouraging them to order online. Once they see you are tailoring your ordering services to their needs, a stronger loyalty will result.

#### 2) Increase Your Ability to Compete in a Crowded Marketplace

Online Ordering is pretty standard among large national players. You too can have those same capabilities and promote Online Ordering in your local market without the need for complexity.

#### Play with the "big boys"

- Many of the large restaurant chains have online ordering capabilities: Papa John's, Dominos, Outback, Chipotle, Pizza Hut and Subway, to name just a few. Leveling the playing field can be easier than you think. In today's competitive market, small and medium sized restaurants can offer similar branding and convenience that the big boys do with their own Online Ordering capabilities.

#### You are in control of your online restaurant

- With a fully-integrated Online Ordering solutions restaurant owners can easily manage providing this valuable service to customers.
- Menu Management: You do not need to worry about contacting someone to update the menu online. With Restaurant Manager's Online Ordering you can update your online offerings at any time, with the click of a button.
- Prep Times: Manage prep times and specify the time required before a customer can expect delivery, or come to pick up their order.



- Training: If you already have Restaurant Manager as your POS solution there is no new software to learn. The same back office program that you use to run your restaurant is used to update your online menu.
- Providing Nutritional Information: This type of information can be posted about each menu item you have for sale. Calories, fat grams, and protein grams can be added to menu items for the customer to choose items based on specific health and nutritional needs.
- Schedule Management: Change the times that your restaurant is open to receive online orders. The schedule can be set up to facilitate a separate delivery schedule and take-out schedule.
- Offering Online Specials: You can designate when some items are available for sale, and when they are not. Perhaps you have a "lunch platter" and a "dinner platter" and the only difference is the portion size and price. Restaurant Manager's Online Ordering automatically recognizes the right time to offer each for sale.
- Special Instructions: Allow customers to type in special instructions, or not. Sometimes a customer may have dietary or other nutrition restrictions. You can allow them to "send you a message" about each and every item if you wish.

### 3) Up-Sell and Generate More Revenue

Customers using Online Ordering find all of the information right on their computer, they never feel hurried or rushed and are placed on hold.

#### Customers browse your site at their own pace

- Customers never feel rushed to place their order, giving them time to check out all the additional items that may be of interest to them.

#### Suggestive up-selling

- Online ordering can entice customers to try items that otherwise they may not have even known about. Photos of delicious entrees and appetizing descriptions help you sell items that normally aren't sold via traditional phone take-out. Up selling can increase ticket size by at least 25-35%, on average.
- Offer a discount for online ordering with parameters that you set. This approach helps drive traffic away from the phones, and to the internet.
- Set a minimum amount for delivery orders. Ensure that minimum is met, while at the same time allowing the customer to proceed with their order at any time.

### 4) Generate More Sales from Your Regular Customers

Repeat diners are the heart and soul of your business. Online Ordering gives them another convenient way to spend money with you.

#### E-Mail and targeted marketing gives them what they want

- Every time a customer orders online their email data, along with other information required for either mailing or delivery, is gathered. This is invaluable data that when used correctly can help you entice them to come back to your site.
- Emailing monthly or weekly coupons, special discounts, birthday and anniversary promotions will be sure to boost your sales. Data captured online allows you to target your customers for specific promotions

### 5) Save Time, Labor and More

One way to boost your efficiency is to take more orders, with no real increase in labor or infrastructure.

- By providing a way for customers to order online, employees can spend more time servicing your customers instead of answering calls and taking orders manually.
- Employee error is virtually eliminated as customers fill out the orders themselves. Orders are sent directly to the restaurant's kitchen printer.
- Busy weekend nights and football Saturdays can overwhelm employees and result in lost orders. Online ordering greatly reduces the time staff spends taking customer orders, freeing them up to help out where really needed.
- Language barriers can sometimes make phone ordering very inconvenient, and subject to interpretation and error. Online ordering eliminates this problem.

### 6) Leverage an Existing POS System with Minimal Investment

With Restaurant Manager and Online Ordering no cumbersome 3rd party interfaces are required. Your restaurant can be up and running, and accepting online orders in record time.

#### Low risk, high return

- No other marketing dollars spent can return as much as the simple effect of offering online ordering, provided you "get the word out" to your customers.
- Once the initial investment is made, online ordering just keeps "giving and giving" with generally a quick payback or ROI.

#### Pricing and Services Options

- You can choose from either a flat monthly rate giving you unlimited online orders, or a lower monthly fee, along with a small per-transaction fee.
- Restaurant Manager offers key marketing services such as in store materials such as table tents and flyers, email marketing capabilities and direct mail services to help ensure the word gets out about Online Ordering and you drive the web ordering traffic to succeed.
- Virtually no changes are required to your current restaurant set-up. In fact, the tight-integration that is part of Restaurant Manager Online Ordering ensures a smooth transition.
- Optional fax, email, TXT and in-house alerts ensure that your online orders won't get "lost". With multiple notifications, you can always be apprised of how "busy" your online orders are.

For more information on Online Ordering, visit <http://www.rmpos.com>, or call 1-800-356-6037.

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