



# ONLINE ORDERING?

Studies show guests want Online Ordering solutions from their favorite restaurants to allow them to enjoy food at home or on the go.

This is one of the growth segments within the restaurant industry. If you do not have an online ordering solution, you could be missing out on market share and revenue/profits.

## ONLINE ORDERING IS A MAJOR TREND IN THE HOSPITALITY INDUSTRY

According to a recent orderTalk survey, at least **45% of U.S. adults believe that within the next 12 months, they will increase their use of online ordering**, with nearly two thirds of Americans already in the habit of ordering digitally via an app or website.

– Hospitality Technology website

**52% of U.S. Internet users would likely use a smartphone or tablet for ordering take-out and delivery** if possible, with 74% of millennials expressing interest in doing so.

– QSRweb

## HOME FOOD DELIVERY IS SURGING THANKS TO EASE OF ONLINE ORDERING, NEW STUDY SHOWS

Investment firm Cowen is forecasting a massive 79 percent surge in the total U.S. food home delivery market over the next five years.

As the leader in the online market, Grubhub stands to benefit most from booming delivery sales, Cowen said. "All in, we forecast delivery to grow from \$43 billion in 2017 to \$76 billion in 2022, 12% annually over the next five years," said Cowen chief analyst Andrew Charles said. "Our Survey data shows plenty of room for Online to take share." Charles and his team were surprised that online delivery usage was not just booming for millennials, but also for the 35-44 age group.



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## DELIVERY REPRESENTS 3% OF ALL RESTAURANT ORDERS

NPD report: About one-third of restaurant delivery traffic initiates from digital, 49 percent via telephone, and 13 percent from third-party delivery apps.



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## 3 TIPS TO WIN THE LATEST RESTAURANT TREND

Nowadays, it seems like there's a new food trend popping up every week.

The challenge is this: True concept innovators not only have to take an inspired idea and turn it into an irresistible offering, they must introduce it the right way and at the right time.



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## ONLINE AND MOBILE ORDERING INDEX REVEALS HOW CONSUMERS WANT TO ORDER FOOD

The 2017 Online and Mobile Ordering Index found that nearly two-thirds of fast-casual customers plan to order online in the coming year, with 58 percent of guests having placed an order online in the last year.



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### BENEFITS:

Online ordering solutions impact sales and your bottom line.

A few key benefits are:

- Order Accuracy
- Upselling and add-ons
- Business growth and brand building for marketing
- Employee productivity
- Speed of service and efficiencies
- Data analysis

As a restaurant business owner, there are so many choices for online ordering vendors that it can be overwhelming.

**So where do you start?** Determining the criteria to evaluate requirements that you need in an online ordering solution is a great place to start.

### EVALUATION CRITERIA

When choosing a software solution and a vendor, there are many things to consider to choose the correct tool for your organization.

The areas to consider are:

- Vendor information
- System requirements – Guest Experience
- Administration
- System Setup and installation
- Costs

## VENDOR CONSIDERATIONS:

### When researching a vendor, criteria to use:

- Vendor experience
- Vendor reputation
- Vendor financial strength
- Vendor industry knowledge
- Vendor PCI certified
- Vendor support of small business or mid-size companies

### There are many vendors to consider for Online Ordering, but here are a few to research:

- **Your POS vendor**
- **OLO** - [www.olo.com/](http://www.olo.com/)
- **Onsys Technologies** - [www.onsys.com.au/](http://www.onsys.com.au/)
- **ChowNow** - <https://get.chownow.com/>
- **Seamless** - [www.seamless.com/](http://www.seamless.com/)
- **MenuDrive** - [www.menudrive.com/](http://www.menudrive.com/)
- **MyCheck** - [www.mycheck.io/](http://www.mycheck.io/)
- **QuikOrder** - [www.quikorder.com/](http://www.quikorder.com/)
- **Splickit** - [www.splickit.com/](http://www.splickit.com/)
- **Tilster** - [www.tilster.com/](http://www.tilster.com/)

## ADMINISTRATION:

Adding in an online ordering solution has its benefits that are listed above, but it also brings some administration issues. The solution you choose should have the following requirements:

- 1 Ability to change store hours
- 2 Ability to temporarily close store (i.e. due to weather, power loss, etc.)
- 3 Ability to manage tax rates
- 4 Ability to manage menus
- 5 Ability to manage photos for food items
- 6 Ability to manage calorie counts

#### EXPERT TIP:

If the vendor integrates into your POS, this could reduce the amount of administration needed.

## SYSTEM REQUIREMENTS – GUEST EXPERIENCE:

### The solution you chose may include, but is not limited to the following requirements:

- 1 Ability to integrate order from the website into your POS (thus eliminating the need to rekey)
- 2 Ability to read POS keys/prices from your POS
- 3 Ability to handle price tiers (i.e. different stores with different prices for the same item)
- 4 Ability to take a future order
- 5 Ability to take an immediate order/ASAP
- 6 Ability to take a group order
- 7 Ability to copy previous order and modify
- 8 Ability to customize the menu item (i.e. add or remove ingredients with modifiers)
- 9 Ability to suggestive sell items (i.e. dessert)
- 10 Ability to pay online or pay at the restaurant
- 11 Ability to allow a discount code
- 12 Ability to temporarily turn off system to receive orders when busy
- 13 Ability to administer the restaurant profile (i.e. store hours)
- 14 Ability to integrate with third party delivery services
- 15 Ability to provide reporting by restaurant
- 16 Ability to provide security access for users and provide different level access

#### EXPERT TIP:

Requirements #1 and #2 above are the most critical requirements needed when choosing an online ordering solution.

# CHALLENGES

When implementing Online Ordering, you need to understand the impact to operations and some of the challenges that may arise as part of rolling out an online ordering solution.

## SOME OF THE CHALLENGES TO CONSIDER:

- How to handle an order pickup with a drive-thru?
- How to handle where pickup will be within your restaurant (i.e. adding a pickup-only line for QSR or a pickup section away from the host stand)?
- Do you have the appropriate bags and containers to take food offsite?
- Do all of your menu items travel well? Should you limit the items available on the ordering site?
- What is the internet bandwidth consideration that is needed in each restaurant to be able to receive orders?

# SYSTEM SETUP AND INSTALLATION:

Once you determine if the guest experience is what you are looking for in online ordering, you need to consider other requirements for implementation and maintenance:

- 1 What are the implementation steps for installation?
  - a. What do you need to do to provide and setup vs. the vendor setting up for you?
- 2 Is there integration to your POS provider, so orders do not need to be rekeyed?
- 3 How is menu management done with a menu change?
- 4 What restaurant information is needed for setup? (i.e. restaurant hours, photos, menus)
- 5 What reports are available for the restaurant or corporate office?
- 6 What training is provided from the vendor for the restaurants?
- 7 What security levels are in the system (i.e. General Manager abilities vs Asst. Manager abilities)?  
For example, your business may not want the Asst. Manager to modify price.
- 8 Is there any special setup on mobile devices?
- 9 Verify that this solution is in the cloud or hosted by the vendor?
- 10 What type of support do they provide after implementation?

## REFERENCES

### 5 Questions to Ask When Choosing an Online & Mobile Ordering Solution

<http://www.tillster.com/blog/5-questions-to-ask-when-choosing-an-online-mobile-ordering-solution>

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### Study: Fast casual customers want more digital ordering opportunities

<https://www.fastcasual.com/news/study-restaurant-customers-want-more-digital-ordering-opportunities/>

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