Online Ordering Ebook

If you're a pizzeria owner looking to provide efficient online food ordering to your customers and increase your sales, you know how difficult it can be to achieve this without a proper online ordering platform. You may have found yourself in the past struggling to use third-party ordering systems that don't talk to your POS, manually entering orders (resulting in frequent errors), or making due with an online ordering system that wasn't designed to handle all the complexities of pizza. But what if your online ordering platform could guide customers quickly and smoothly through their order, and communicate directly with your POS, accurately, in real time?

Choosing a POS system built to handle your online ordering will make all the difference. Your customers' online orders should connect with your store, offer all your specials, match your in-store pricing, and print automatically in your kitchen with the other orders. While third-party restaurant aggregator sites may seem appealing, they can quickly become frustrating without a means to accept orders directly into the point of sale.

Instead of wasting expensive labor hours manually entering orders from tablets into the POS, let your system do all the work. Whether you use SpeedLine's online ordering platform SpeedDine, or a third-party ordering system, SpeedLine equips chains of all sizes with the ability to offer fast and accurate online pizza ordering, while saving money.
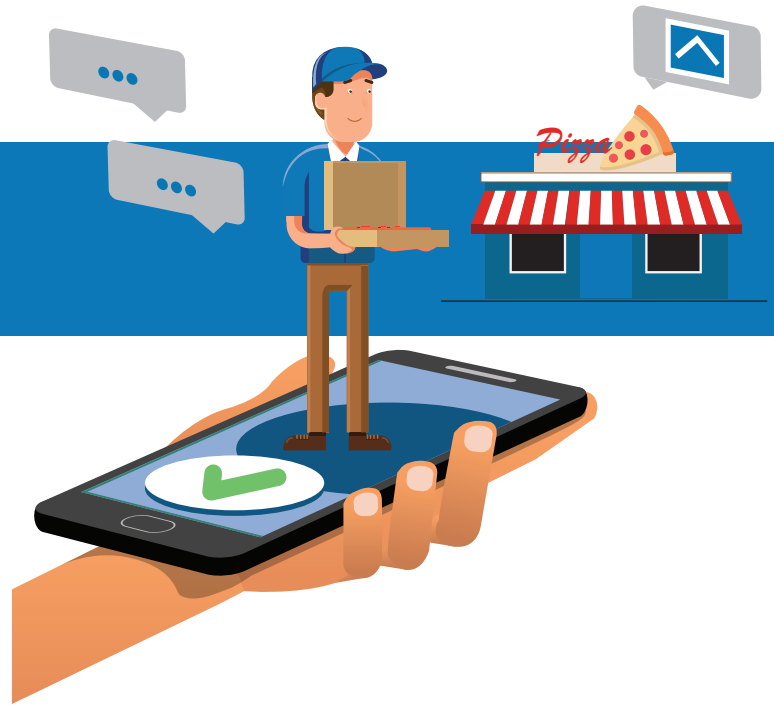
Online Ordering

Why Online Ordering?

When guests order online, they feel less pressure and take their time selecting mains and add-ons. As a result, SpeedLine customers have reported that online orders are up to 40% larger than orders taken over the phone.

The "Click Away" Factor

Not offering online ordering yet? Consider this: web and mobile ordering for pizza delivery today has become so prevalent that many consumers— especially in younger demographics—won't consider picking up the phone to place an order anymore. So if your restaurant doesn't have a convenient web ordering site, they'll click away and take their business elsewhere.

Delivery Service Success

Web and mobile ordering give your customers multiple convenient ways to order for delivery or carryout. And easy online access lets viewers browse all your menu selections. That's why Pizza Sales estimates that people spend 18% more when they order online. At large pizza brands like Domino's, web and mobile ordering today represent more than 65% of sales.

Choosing the Best Online Ordering Platform for You

Having a fancy website is only one part of the online ordering puzzle. The other major piece is your POS system, and just like a real puzzle, these pieces need to fit together, or the entire thing doesn't work.

This means that you need an online ordering platform that is going to be able to properly communicate with your POS, which can be achieved by either using a system offered by your POS vendor—SpeedLine offers SpeedDine®—or going with integrated third-party ordering.

Either way, online orders will need to be able to print in your kitchen for it to be a win-win situation for your restaurant.

Third-Party Integration

Third-party restaurant aggregator sites (GrubHub, DoorDash, Eat24, etc.) are an important sales channel for attracting new customers in some parts of the country. But manually re-entering orders received on a tablet or by email into your point of sale system can be time consuming and prone to errors.

That's where order integration services like those offered by ItsaCheckmate and Chowly come into the picture.

These services improve restaurant efficiency by integrating third party online ordering platforms with your SpeedLine POS. It works like this:

- A customer orders online from GrubHub or another supported third-party channel.
- Chowly or ItsaCheckmate intercepts the order, translates it into the format SpeedLine understands, and sends it via SpeedLine Connect to the POS. It's instantaneous and error-free.
- The order prints at the appropriate kitchen printers, or displays on your kitchen monitors.

"More and more restaurants are offering delivery, and more and more consumers are ordering it. Third party delivery has impacted everyone."

- Grant Cole, Vern's Pizza

Aggregator sites typically deliver orders to a tablet in the restaurant, or by email. So your staff have to first notice that an order came in (not always a given on a busy night), and then take the time to re-enter the order, hopefully without errors, into the POS.

An order integration service instead, delivers orders directly to the POS. Orders slide right into the production schedule in the kitchen. Nothing gets missed or delayed. Customers get their deliveries faster, and you reduce labor costs with no need to re-enter orders.

Fully Integrated With Your POS

The customer database in your pizza POS system should be tightly integrated with your web ordering—making it possible to add customers, edit customer information, add and recall orders, show current quoted times and out of stock items, synchronize prices, and display information on stores, streets and zones.

Save Time, Cost, and Increase On-Time Deliveries

By offering integrated third-party ordering, you not only attract more customers, you save time by eliminating the need to re-enter any online orders made on a third-party platform. This reduction in order processing time also means that your restaurant should see a reduction in labor cost and a higher percentage of on-time deliveries. Getting the food in as little time as possible is something that consumers value almost as much as the quality of the food. In fact Tacit reports that having faster order turnover and delivery times will mean that almost half of your customers could start to order from your store more frequently.

You can also raise your prices to get even higher profit levels, since one third of customers will be willing to pay more if you find ways to improve your delivery speed, according to Restroapp. By simply switching to an online ordering platform that fully integrates with your POS, you can improve virtually every element of your operations.

SpeedDine

This is a new online ordering service for SpeedLine point of sale and is the first SpeedLine service built on a new cloud platform. SpeedDine offers several major advantages that are designed to both save you time and increase online sales, and has proven to be an effective product for countless companies.

"With SpeedDine, our customers order more often, spend more, and take less time to do it."

- Gabe Connell, Hotbox Pizza

Online Menu Consistency

The challenges surrounding the maintenance of online menus are countless, with the following being some of the most persistent:

- Making sure that the in-store and online menus always match
- Dealing with price or SKU mismatches
- Handling differences in coupons

Most third-party online ordering partners use their own pricing engines, so there can be discrepancies between the online price and the price at the store. With SpeedDine, online orders are priced on the fly using the SpeedLine POS pricing engine and coupons at the selected store location. So prices and coupons match the point of sale—every time.

"I love that SpeedDine is directly integrated. It's basically an extension of our POS that everyone can access to place their orders."

- Ramon Collado, Mama's Pizza & Grill
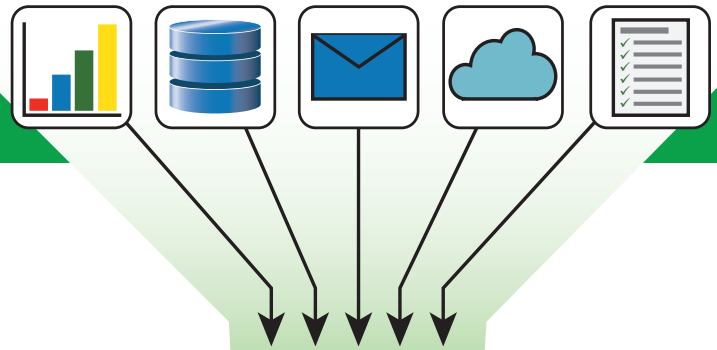
Full Integration With the POS

A fully integrated online ordering site communicates closely with the store to get current prices and coupons, synchronize out of stock items, and update the store's customer database. For example, SpeedDine online ordering talks to the SpeedLine POS at the store, so things like prices and quoted times are always up to date, and there's no need for call-backs about out-of-stock selections.
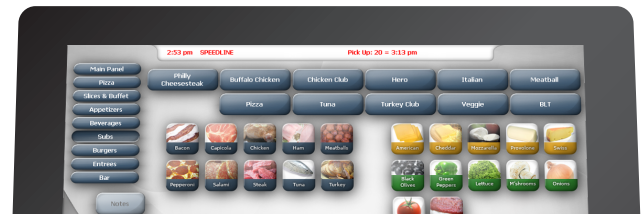
Features like ordering apps, automated upsell prompts, loyalty, email opt-in, and time- or date-based "happy hour" pricing are key to boosting sales, and giving your customers the same great experience they get in store. These features can also serve as an additional incentive for customers to order directly from you, rather than through a third-party delivery site, meaning that you get 100 percent of the profits.

Speedy Tip

If a customer requests a change, simply void or edit the online order at the store without having to create a separate transaction
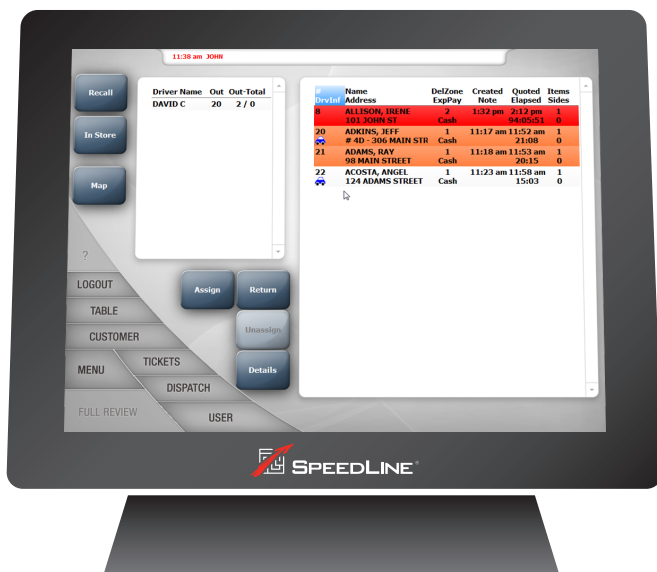
What to Look for When Shopping for an Online Ordering System

Ordering and Checkout Flow

Great delivery starts with easy, streamlined ordering. Regardless of how a customer orders, their experience should be top notch. In store, the POS system makes it easy for inexperienced order takers to get the order right the first time. Online, the order flow is straightforward, with no slowdowns, even for first-time online customers.

Fast Experience

Customers expect speed and accuracy. When they visit your website, it should walk them through their order, give instant feedback, allow speedy payment, and save their delivery address for next time. This will avoid delays and extra steps that can make visitors click away.

Branding

According to Hospitality Tech, 70% of customers would rather use a restaurant's own branded online ordering site than a third-party food app. This is a great opportunity for you to make sure that your online ordering site provides a great experience for the customer and maintains a consistent brand experience throughout.

Choosing a provider that allows you to customize colors, text, and logos will make your customers feel "at home" when they order online. And, since many of those customers will visit on their mobile devices, the site should look just as appealing, and be just as easy to use, on a phone as on a laptop computer.

With SpeedDine, you can use your text, colors, images, and logos to make the web and mobile ordering experience an extension of your brand. You even have the flexibility to choose which items and offers to display and feature online.

Live Pricing Updates

When your online ordering website is integrated with your restaurant POS, your pricing will stay consistent. When you make an update to your pricing in store, your SpeedDine site will detect this, and update the prices shown online. This will save you time communicating back and forth with third-party operators when price changes need to be made.

SpeedDine connects with the store to price each order live. So pricing, coupons, taxes, and discounts always match, saving you valuable time and preventing costly mistakes.

Guest Ordering

A faster checkout can equal more sales. Having a gated online ordering system that requires login may mean that you lose customers before they've even seen your menu! Instead, focus on providing value and an intuitive user experience to customers by offering a guest checkout option with minimal information required.

Upselling

Does your site offer the customer extra items like desserts and appetizers, upsizes, and other extras at checkout? Upselling is a great way to increase order totals while providing your customers a service. Let them know that it only costs a little more to get that larger size, a premium topping, or a delicious dessert!

Just introduced in SpeedDine, cross-selling prompts can be customized to offer up to three items not already in the cart at checkout, while upselling prompts offer additions like extra cheese or a larger size to an item already in the cart.

Automatic Store Selector

If you have multiple locations, is your site "smart" enough to select the one closest to the customer, even if they are on a mobile device? Can the site remember where they ordered from last, and offer the same store again?

Having the closest store location selected automatically saves your customers time, especially for users who are unfamiliar with the area. The ability to then change or confirm the pickup location during the order and at checkout makes sure that both your restaurant and your customer are on the same page, and nothing gets missed. Having the hours of operation listed on the main page also helps to keep communication clear.

Current Quoted Times

Everyone knows how frustrating it is to book a service appointment and have the quoted arrival time be anywhere from 9 a.m. to 5 p.m. This makes you stay at home constantly wondering when the person will arrive and instantly makes the entire process far less enjoyable. The same premise applies to online food ordering. If someone orders items from your restaurant and isn't given an estimated time of arrival, then it leaves them in the dark as to when they can expect their food. But even worse is having a delivery time quote that is wrong.

That's why SpeedLine LiveMaps™ accounts for current traffic conditions, and looks up the optimal route using Bing Maps in order to determine accurate delivery times for each order. This information is then automatically passed on to the customer to give them a realistic expectation as to when the driver will arrive with their food.

"LiveMaps allows us to easily see where the deliveries are going, plot routes, and it even gathers statistics that help us make invaluable decisions."

- Edward Han, Dagwoods

Site Reliability

One thing you should not have to deal with is reliability issues with your online ordering service. If your ordering site goes offline, it means missed orders. If it happens on a regular basis, customers are likely to switch to your competitors' sites.

Avoid this by making sure your online ordering site is built reliably from the start, with sound technical design, regular updates, and ongoing maintenance. If the site is backed up by a technical support team, you can rest even easier, knowing help is just a phone call away.

SpeedDine is so reliable that the power behind it often goes unnoticed, as it quietly provides a site with speed, accuracy, and scalability. Built on Amazon's world leading technology, you will experience virtually no maintenance downtime—your website always works—even when order volume is at an all-time high.

Putting Mobile First

The Importance of Mobile-Friendly Design

Does your site force your customers to constantly pinch and zoom to see what's on offer and fill in payment info? They will often solve this kind of annoyance by ordering from a competitor's site. A mobile-friendly site like SpeedDine automatically adapts to whatever device your customer is using.

Speedy Tip

69% of customers order food online using a mobile device, according to Retail Dive.

Mobile App

Apps allow customers to place orders from their computers, mobile phones, tablets, and social networking sites. The SpeedDine mobile app puts your brand in front of customers every time they pick up their phone. SpeedDine Mobile Apps are hybrid applications hosted directly on Apple and Android devices.

A mobile app is one of the easiest ways to ensure your brand is top-of-mind when your customer orders take-out or delivery. The SpeedDine mobile app allows your customers to order from you with a few taps—no searching required—while getting the same streamlined experience as on your SpeedDine site.

Benefits of the SpeedDine app:

- Simple customer order flow
- Accurate pricing that always matches the store
- Easy reordering
- The speed and convenience that your customers expect

"The new app is a big improvement for our online presence. I like that it saves the information of repeat customers, and makes ordering easier for them."

- Adam Shorter, Cosmo's Pizza

Built for Pizza

3 Pizza Sizes

3 Types of Crust

Any 4 of 20 Toppings

4 Different Sauces

=220,300
Possible Pizza Combinations

Handle Complex Pizza Orders

Pizza orders can get quite complex. That's why both the online ordering site or app and the POS system receiving the order must be able to handle things like half-and-half portions, create-your-own combinations, and complicated coupons.

Some SpeedLine users support more than a hundred coupons on their websites at any given time. If you're like this, then you are going to require a level of depth and flexibility that can only be provided by a fully integrated POS system with smart coupon controls.

Customization Meets Simplicity

Giving customers the ability to build their own custom pizzas, add toppings they love, choose the crust type, change the size of their salad, and remove ingredients they don't like from their pizza order can help customers feel like they have a private chef. The only concern with offering them more customizations is that they may get confused.

That's why having a simple layout with clear choices is so important. The ordering process, although flexible, should be intuitive and straightforward, and eliminate the need for customers to enter food notes as much as possible.
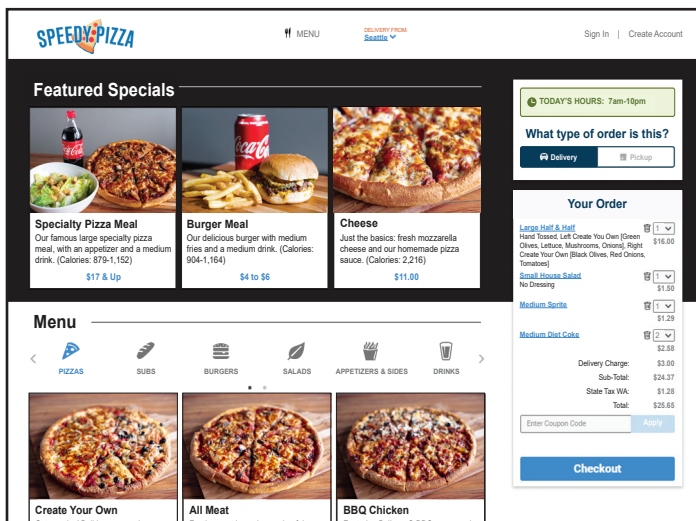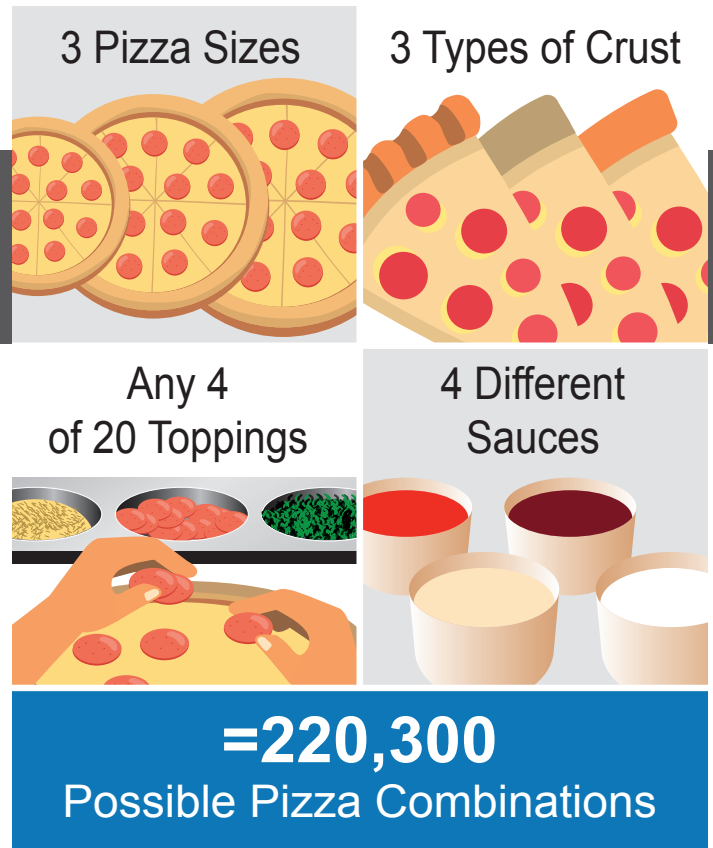
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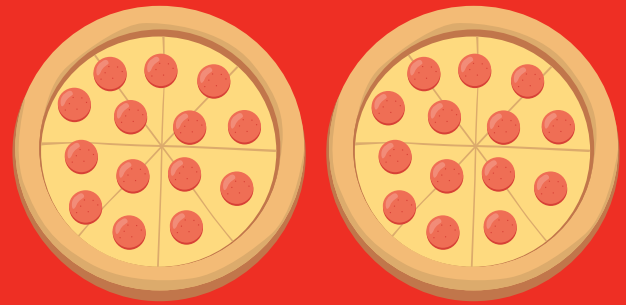
Featured Specials

Whether it's 2-for-1 or offering a free drink with any large pizza, promotional specials can be a fantastic way to boost sales and attract new customers. With Inmar Intelligence reporting that 83% of customers are willing to change their buying behaviour in order to take advantage of a deal, countless restaurants are looking to take advantage of this great upselling opportunity by constantly running at least one or two specials.

But the more specials you have, the more complex the ordering becomes. That's why you need a POS that is built for the pizza industry and capable of running several featured specials simultaneously.

Speedy Tip

According to Valassis, 67% of customers will consider ordering from a restaurant for the first time if they offer a coupon or deal.

Scalability

Many operators get locked into a contract with a provider that charges a percentage on each order. While they may not think online orders will make up a large percentage of their delivery business initially, often pizzerias experience a large increase in order volume as the new channel catches on.

Percentage pricing models mean fees increase as your online orders do. Instead, look for a low fixed monthly cost with no transaction fees, so your profits increase as you sell more online. With SpeedDine, you are able to process unlimited transactions for a low fee, which means that your payment fees never increase, no matter how large you grow your business.

Reporting

SpeedDine Sales Summary
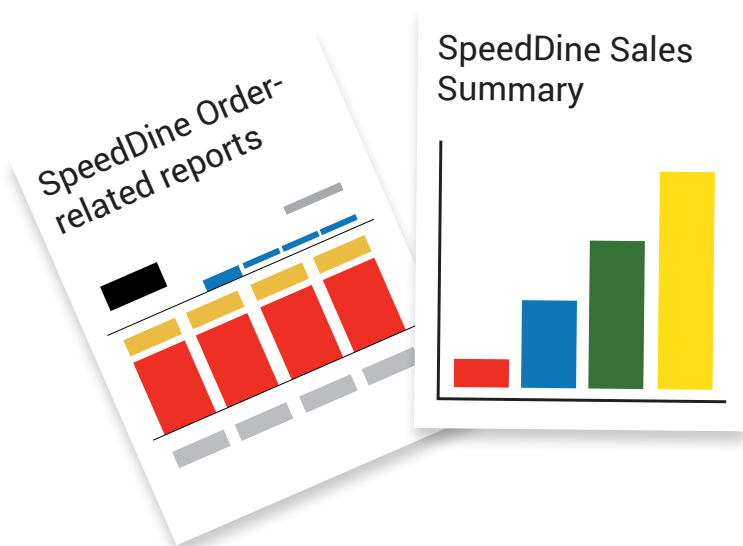
In order to improve your online ordering, you'll need to know how it is currently being used by your customers. This is something that can be revealed through the use of in-depth reporting.

With the Remote Order Sales Summary report in Store Manager, you can view things like net online sales and the average online order size. Keep an eye out for a dip in online sales that could indicate a competitor is stealing business, and respond with online-only offers.

More Features to Look For

Time-Restricted Items

There are some deals that are just too good to run year-round, like heart shaped pizza for Valentine's, or discounted pepperoni pizza on National Pepperoni Pizza Day. Then there are weekly specials to drive business in off-peak times, like "Happy Hour" or "Pizza Tuesday".

These time-restricted deals are only applicable for certain days or hours, which means that your system needs to be able to account for this. SpeedDine allows you to control when an item is visible on the website with easy-to-add time restrictions on your items or deals.

Loyalty Programs (Punchh)

Loyalty programs are extremely useful for improving customer retention and are able to improve your revenue by an average of 5-10%, according to Annex Cloud. That's why SpeedDine works with Punchh Loyalty in order to provide you with a comprehensive customer loyalty program that is fully integrated into your existing POS.

Speedy Tip

To further help improve customer loyalty and retention, SpeedDine also supports the use of gift cards. This is extremely helpful around the holiday season.

Customer Notifications

Don't leave your customers in the dark. Keep them updated on the journey of their order by letting them know exactly when the food has left the store and when it should arrive at their location. This is made easy with SpeedDine: it works with your POS to automatically send out a notification to the customer, letting them know when the order has left the store, and when it's expected to arrive at their door.

Email Marketing

Email has the highest ROI of any marketing channel, so it's important that you take full advantage of it. SpeedDine can prompt your customers to provide their email address and give permission to receive promotional emails, so that you can send them offers and information, tempting them into ordering from your store far more frequently.

Customer Surveys

Through an integration with Tattle, send surveys to customers after their orders are completed to gather valuable satisfaction feedback.

Online Tipping

There is a lot of confusion surrounding tipping at restaurants, especially when it comes to tipping delivery drivers. So make it a bit simpler by providing customers with the ability to enter tips on delivery orders during checkout by selecting a percentage or amount. SpeedDine helps your drivers get fair tips, which can mean better staff retention.

Integrated With SpeedLine Pay™

If someone hasn't chosen to pay online, your drivers will need to collect payment upon delivery. This is made much easier by using SpeedLine Pay.

The driver can simply use the SpeedLine Pay app on a mobile phone or pad, paired with mobile EMV card reader, to accept payments securely from anywhere. Not only will you get a lower card-present processing rate for your delivery orders, but you will also be able to eliminate chargebacks.

Here's how SpeedLine Pay works:

- Drivers take a mobile phone or tablet with the SpeedLine Pay iOS app and a mobile EMV card reader on the delivery run.
- At the customer's door, the driver scans a QR code on the printed delivery slip, which securely sends the ticket information to the app.
- The driver hands the phone or tablet to the customer, who follows prompts to add a tip and confirm the total. The customer can pay with contactless methods like tap, Apple Pay, or Google Pay.
- The app sends encrypted payment information to the processor for approval.
- The approved amount is shown.
- When the driver returns to the store, all payments synchronize with the POS, and the system emails a receipt to the customer.

Deferred Order Times

Not every customer wants their food immediately. There are plenty of instances where someone might be thinking about what they want for dinner while they are at lunch. That's why SpeedDine allows orders to be deferred to any time within the store's operating hours.

All the customer needs to do is select the items they want, and then pick a time they want the order to be ready. SpeedDine will then communicate with your POS in order to make sure that the order is displayed on the kitchen displays or ticket printer at the appropriate time.

Out of Stock Items

Every time that a customer places an online order that includes something you no longer have in stock, it requires one of your employees to take the time to call the customer and try to remove the item, add a different item, and adjust the price of the order. It causes major pain for both you and the customer, and is something that can be entirely avoided by using SpeedDine.

Since SpeedDine is fully integrated with your POS, it means that the online ordering site is immediately updated to reflect any out of stock items as soon as they occur. This saves a ton of time and effort, and also means that you don't have to worry about disappointing or potentially losing customers when they aren't able to get what they ordered.

"Online orders are more efficient for us in the store. More orders placed online means less time talking on the phone."

- Ramon Collado, Mama's Pizza & Grill

Ways to Build Online Volume

Encourage Phone Orders to Transition Online

One way to improve online order volume is to convert existing regular customers to use your online order system. This allows employees to spend less time on the phone and more time helping new customers in-person. You can accomplish this by encouraging staff to tell customers about the online ordering site, and promote it in your hold messaging too.

Increase Web Ordering Promotion

Another good strategy is to try and plaster "order online" in as many places as possible. This could include carry-out menus, signs, flyers, box toppers, business cards, and anywhere else that is applicable.

Utilizing social media to help promote your online ordering option is immensely effective. Since anyone on social media is already online, it only makes sense that you would take this opportunity to let them know that they can easily order your food online now.

Offer Incentives for Online Ordering Customers

You can also improve your online ordering volume by providing incentives to your customers. This could take the form of a deal for 10% off their order, a free soda or breadsticks, or even free delivery.

This valuable advice should be taken to heart. According to Tacit, any restaurants lacking online ordering options are expected to lose about 70% of their customer base within the next few years. This means that you literally can't afford to not have an optimized online ordering system.
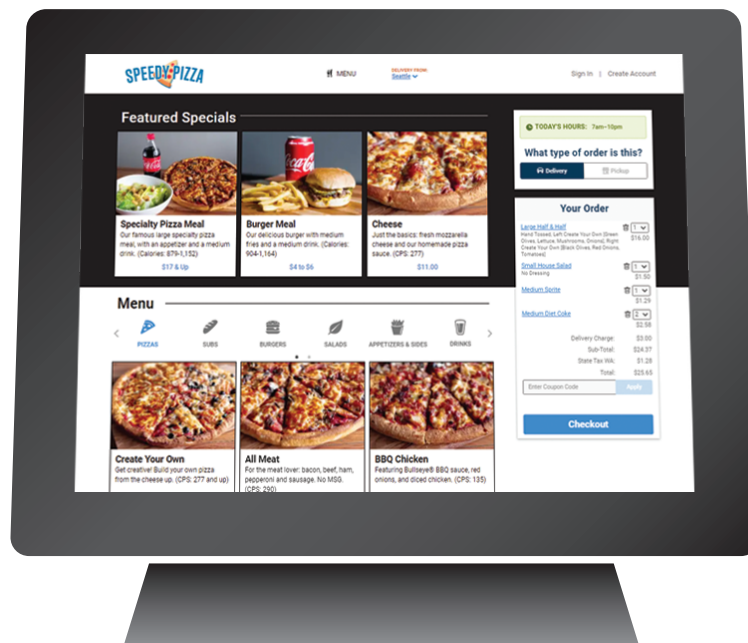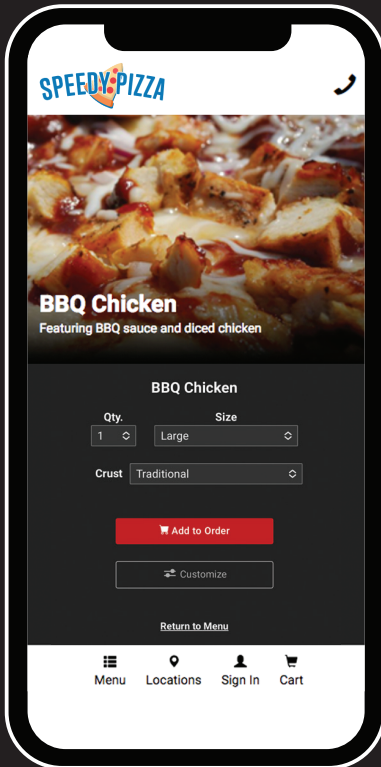
Online Ordering software

8 Must-have Online Ordering Features:

- If you don't already offer web and mobile ordering, start!
- Choose a web ordering solution that integrates with your POS—and gives you features like upselling, price and coupon synching, and the ability to handle portions and create-your own items.
- If you accept orders from third-party aggregators like GrubHub, use a service like Chowly or ItsaCheckmate to funnel them directly to your kitchen.
- The solution you choose should be reliable, with minimal down-time, and mobile-friendly.
- Make sure your web ordering provider's pricing model suits your order volume.
- Promote your web ordering site in all your advertising and printed materials.
- Offer incentives to get customers to try your online ordering services.

www.speedlinesolutions.com/OnlineOrdering
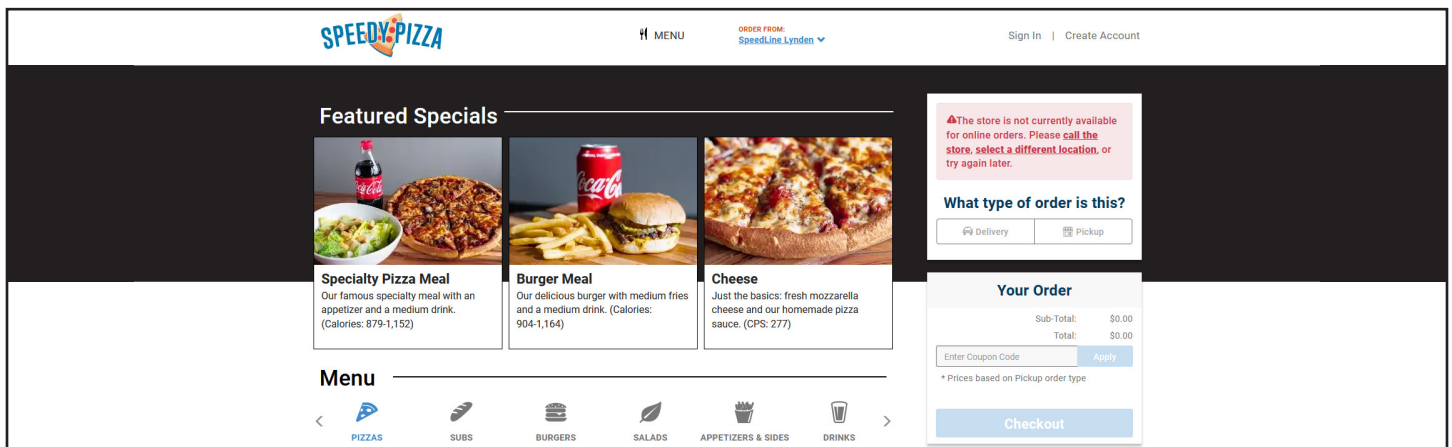
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