

# Online Ordering (Optional Service)



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## Direct from the Web to Your Kitchen – Building Sales and Reaching More Customers

Want to effectively open a “new location” without much cost? Restaurant Manager’s™ fully integrated Online Ordering generates new revenue streams, provides your customers with an easy and convenient way to place orders and helps increase sales while reducing labor costs. Restaurants everywhere are using Online Ordering to:

- Increase average ticket sale amounts by 25 - 35%
- Reach the 78% of US households that purchase at least one carryout or to-go order per month
- Reduce labor costs associated with handling phone-in orders

You also benefit from a fully integrated solution that enables menu management from one place, eliminates costly third party providers and ties all of your reporting and management together through Restaurant Manager.

## Providing Solutions to Real Business Problems

Restaurant Manager focuses on critical business issues facing today’s restaurant owner. With Restaurant Manager you get the fully-integrated functionality to solve the business issues, as well as the expertise to meet your unique business needs and goals.

Business Need/Goal	How Online Ordering Helps
Increase average ticket	Leverage suggestive up-selling online to boost the average ticket by 25% - 35%.
Increase frequency of customer purchases	Provide additional channels for placing orders; combine with couponing, promotions, loyalty and email initiatives.
Reduce labor and overall costs	Free employees to tend to more valuable less time consuming activities than taking phone-in orders; reduce errors due to language barriers.
Spend limited time administering and managing menus and different sales channels such as in-store and web-based.	Manage menus from one place and have all your reports tie together.

## The Functionality You need

Compete against the large chains that are all providing customers with an ability to order online. The Online Ordering module provides you with a fully integrated solution to implement, manage and run a powerful sales channel – web-based ordering.

**Menu Management:** You can easily update your menus – both online and within your POS – from one place. Most other non-integrated solutions require you to add, delete or update items through multiple interfaces.

Save time and eliminate the need to learn two interfaces. Plus you can also easily set pricing, items or specials to automatically change depending on time of day, which is especially useful if you offer lunch and dinner menu pricing.

**Advance Ordering:** Give customers the ability to order whenever they want, 24 hours a day. You can take a lunch order for the next day or the next week then have it automatically send the order to the kitchen at the right time. Of course you can set Online Ordering to indicate if you are presently open and filling orders, as well accept multiple payment methods including online payment.

[more >>](#)

## New Revenue Stream

Online Ordering helps you never miss an order.



# Online Ordering

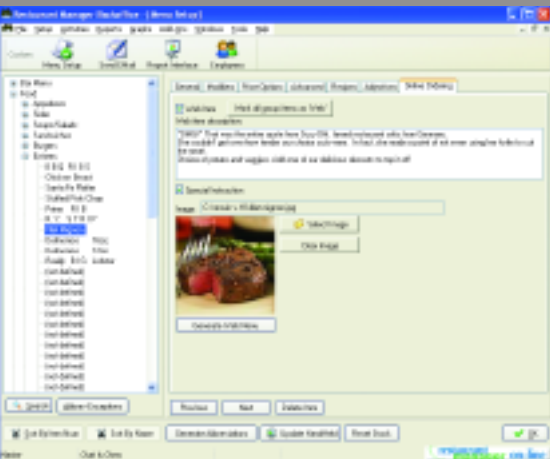
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## Full POS Integration

Manage your entire menu from one place.

**Robust and Integrated Reporting:** As a fully integrated system Restaurant Manager ties together all of your operational reporting. You can set Online Ordering as a separate revenue center and easily report on all your operations from one location. There is no need to access different systems – one for your online channel and one for your POS – in order to access your reports.

**Speed to Market:** Restaurant Manager helps with the entire set-up, configuration and launch process. We make getting started a snap and make available a variety of Marketing Services to drive customers to your ordering website. In addition, if you use Restaurant Manager as your POS solution there is no new software and very little training required.

**Order Notification:** In addition to orders flowing through your Restaurant Manger POS solution, notifications can also be sent to fax, email and cell phones via SMS text messaging to ensure orders are captured. Managers can also use the email and text messaging capabilities to monitor ordering volume.

**Leverage Other Restaurant Manager Capabilities:** Use Online Ordering in conjunction with Promotion and Couponing features, and integrate with our Loyalty and Email Club modules to perform targeted marketing with special offers all from one fully integrated solution. These powerful capabilities increase customer loyalty, frequency of purchases and total sales.

## Restaurant Manager Tips

1. Use Restaurant Manager's Marketing Services to ensure your Online Ordering initiative is a success. You have access to marketing capabilities such as email campaigns, direct mail and other leading practices to ensure you are properly promoting the Online Ordering service. Draw in new customers, increase sales from existing customers and raise your average check.
2. Restaurant Manager and Online Ordering are fully integrated. Be sure you understand the implications of using an online ordering service that is not fully integrated with your POS. Managing your complete menu from one central location, reporting on results and learning different software packages are all items to consider.