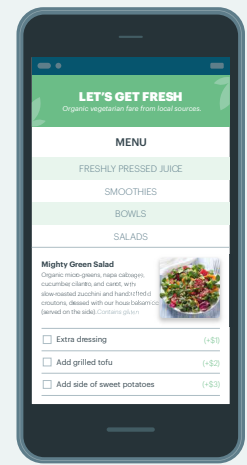


# PREPARE YOUR RESTAURANT FOR ONLINE ORDERING

Here's your cheat sheet for finding success with online ordering at your restaurant.



## 1 CHOOSE AN ONLINE ORDERING SYSTEM FOR YOUR RESTAURANT

Direct Online Ordering on Your Website		Third-Party Apps		Online Ordering Aggregators	
PROS	CONS	PROS	CONS	PROS	CONS
<ul style="list-style-type: none"> <li>• Keep all the profits from online orders</li> <li>• Easy to set up on your existing website</li> <li>• Directly integrated with your POS system</li> <li>• Makes use of your existing staff</li> <li>• More control over the customer experience from start to finish</li> <li>• POS integration means a lower risk of order errors</li> <li>• Total control over any offers and promotions</li> </ul>	<ul style="list-style-type: none"> <li>• Less marketing exposure and no access to the built-in audiences that come with third-party apps</li> <li>• Time and cost of setting up your own delivery fleet</li> </ul>	<ul style="list-style-type: none"> <li>• More marketing exposure and access to built-in app audiences</li> <li>• Built-in delivery fleets</li> <li>• Seamless ordering experience for customers</li> </ul>	<ul style="list-style-type: none"> <li>• High fees mean that you end up with less profit</li> <li>• Not integrated directly into your POS system</li> <li>• Little control over the customer experience after the food leaves your restaurant</li> <li>• Higher risk of order errors due to manual entry into from third-party tablets into your POS</li> <li>• Less control over special offers and promotions</li> </ul>	<ul style="list-style-type: none"> <li>• High fees mean that you end up with less profit</li> <li>• Enjoy the built-in audiences and marketing exposure that come with third-party apps</li> <li>• Built-in delivery fleet through third-party apps</li> <li>• POS integration means a lower risk of order errors</li> <li>• Ability to measure how each of your online ordering platforms are performing in a single report</li> </ul>	<ul style="list-style-type: none"> <li>• Have to pay fees for both the third-party apps and the aggregator app so you end up with less profit</li> <li>• Little control over the customer experience after the food leaves your restaurant</li> <li>• Less control over offers and promotions on third-party apps</li> </ul>

## 2 PREPARE FRONT-OF-HOUSE STAFF

Decide how you want delivery drivers to interact with your staff, keeping social distancing guidelines in mind.

Train staff to manage online ordering technology.

Create a designated area for delivery drivers, away from the main flow of traffic.

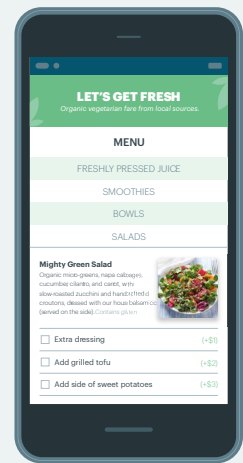
Add clear, visible signage to direct delivery drivers.

Rehire or retrain a staff member to be a takeout specialist in charge of managing third-party apps.

Train a specialist to monitor and enter orders, coordinate with drivers, and communicate with the kitchen.

Develop a "declined order" process to notify customers if items are no longer available.

# PREPARE YOUR RESTAURANT FOR **ONLINE ORDERING**



## 3 PREPARE BACK-OF-HOUSE STAFF

Optimize your current kitchen layout and staff to be as efficient as possible.

Set up a trial period of three weeks or more before hiring (or rehiring) more staff.

Monitor workloads during your trial period to see the impact of extra sales on kitchen staff.

Determine current and future hiring (or rehiring) needs based on the results from your trial period.

## 4 OPTIMIZE YOUR MENU

Design one menu specifically for online ordering.

Use high-quality photos.

Craft clear and specific titles for each dish.

Include all ingredients in your descriptions to help manage any allergies.

Separate menu items by category for easy browsing.

Create specific categories to help you track sales based on where your revenue is coming from.

Add in a “most popular” or “recommended” category for easy ordering.

Include paid modifiers and extras for customized orders and better tracking (inventory and sales).

Reserve dishes that don't travel well or cost too much to package for dine-in only (if that's an option).

## 5 DEVELOP YOUR MARKETING STRATEGY

Create in-store signage, like street-facing posters and table menu cards, displaying your online ordering options.

Add a banner, blog post, or button to your website that advertises your online ordering system.

Make sure your website is mobile-friendly.

Get the word (and photos!) out on social media.

Consider paid social ads that target customers in your area.

Launch promo codes for first-time orders and other incentives.

Pay to appear higher in search results on your third-party apps.

**Want to get started with online ordering *and* keep all the profits?**

[Learn more about TouchBistro Online Ordering](#)