

# How online ordering drives new business



Nate Johns – Business Resource Consultant

**Sysco**® | Riverside



ONLINE  
ORDERING  
DRIVES  
GROWTH


**Restaurants using online-ordering  
services grow their takeout  
revenue by an average of**

**30%**

**1 in 5**

**Doubled their takeout revenue**





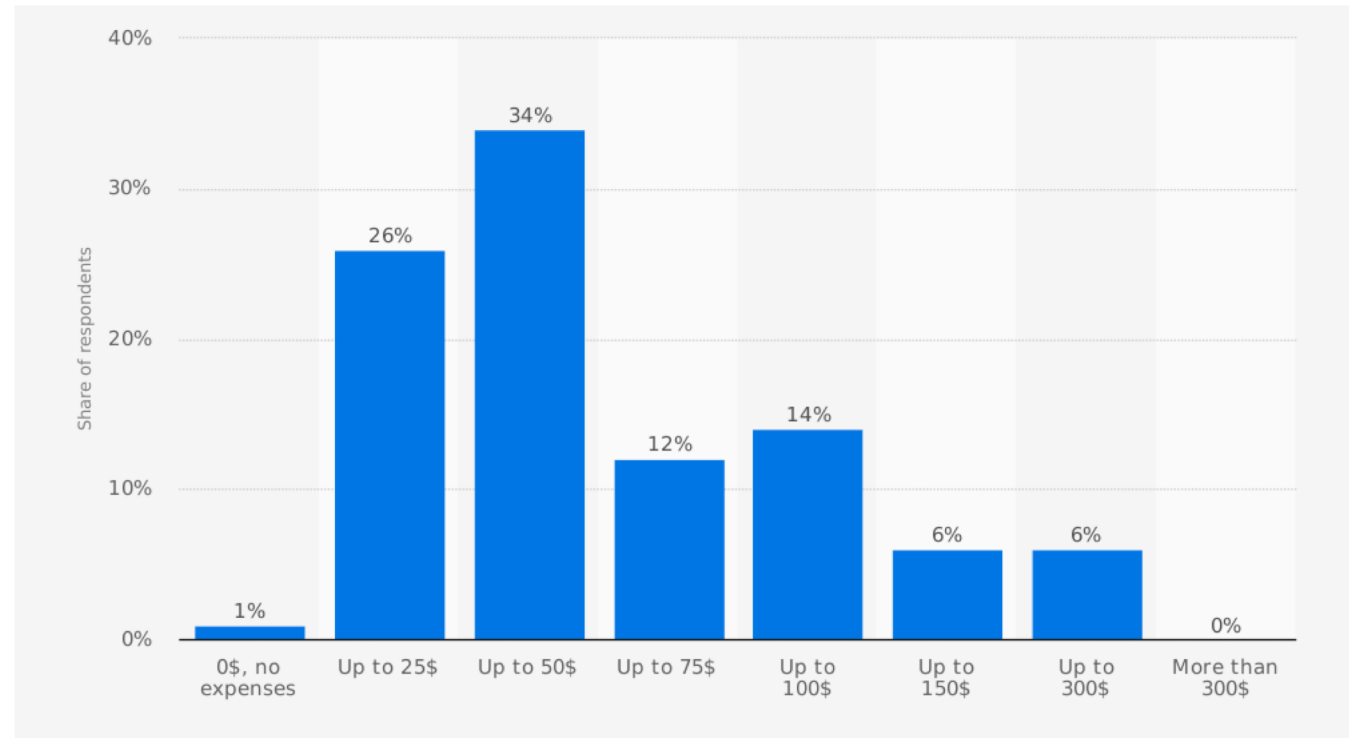
CONSUMERS  
WANT  
ONLINE  
ORDERING


**National Restaurant Association** says the availability of technology options is an important factor when choosing a restaurant for nearly **one-third** of all adults and more than **40% of millennials**

Millennials “even if a restaurant is **right around the corner**, it's virtually invisible if it's not easy to access online”



72%  
of consumers  
Are willing to  
spend \$50+  
Ordering online





OPERATIONAL  
ADVANTAGES  
OF ONLINE  
ORDERING

**75% of phone orders** take more than a minute **30%** take longer than three minutes

With customers entering their own information, online ordering can also **improve accuracy.**



How do you drive  
online ordering sales?



# BUILD MARKETING STRATEGIES FOR ONLINE ORDERING

**In-store messaging is essential.** Window displays, chalkboard signs, table tents and even menu inserts will remind customers that *“Hey if you want our delicious food but you don’t want to leave the house, we can give you that.”*

streets  
hong kong cafe



**SKIP THE QUEUE  
& ENJOY YOUR MEALS!**

ORDER ONLINE  
& COLLECT AT  
**nex #03-08/09**

## HOW TO ORDER

**1** log in to  
[www.streets.com.sg](http://www.streets.com.sg)



**2** select order online  
and add to cart



**3** pick up at restaurant



VIEW FULL MENU AT  
[WWW.STREETS.COM.SG](http://WWW.STREETS.COM.SG)

BUILD  
MARKETING  
STRATEGIES  
FOR ONLINE  
ORDERING

**Discounts and promotions.** Have you tried our online ordering yet? How about 10% off your first order.



**境 JING**

**Save \$5 off your  
FIRST Online Order**

Coupon Code : **AAJING5**

\*For first time customers only.  
\$30 minimum

**Order Now**



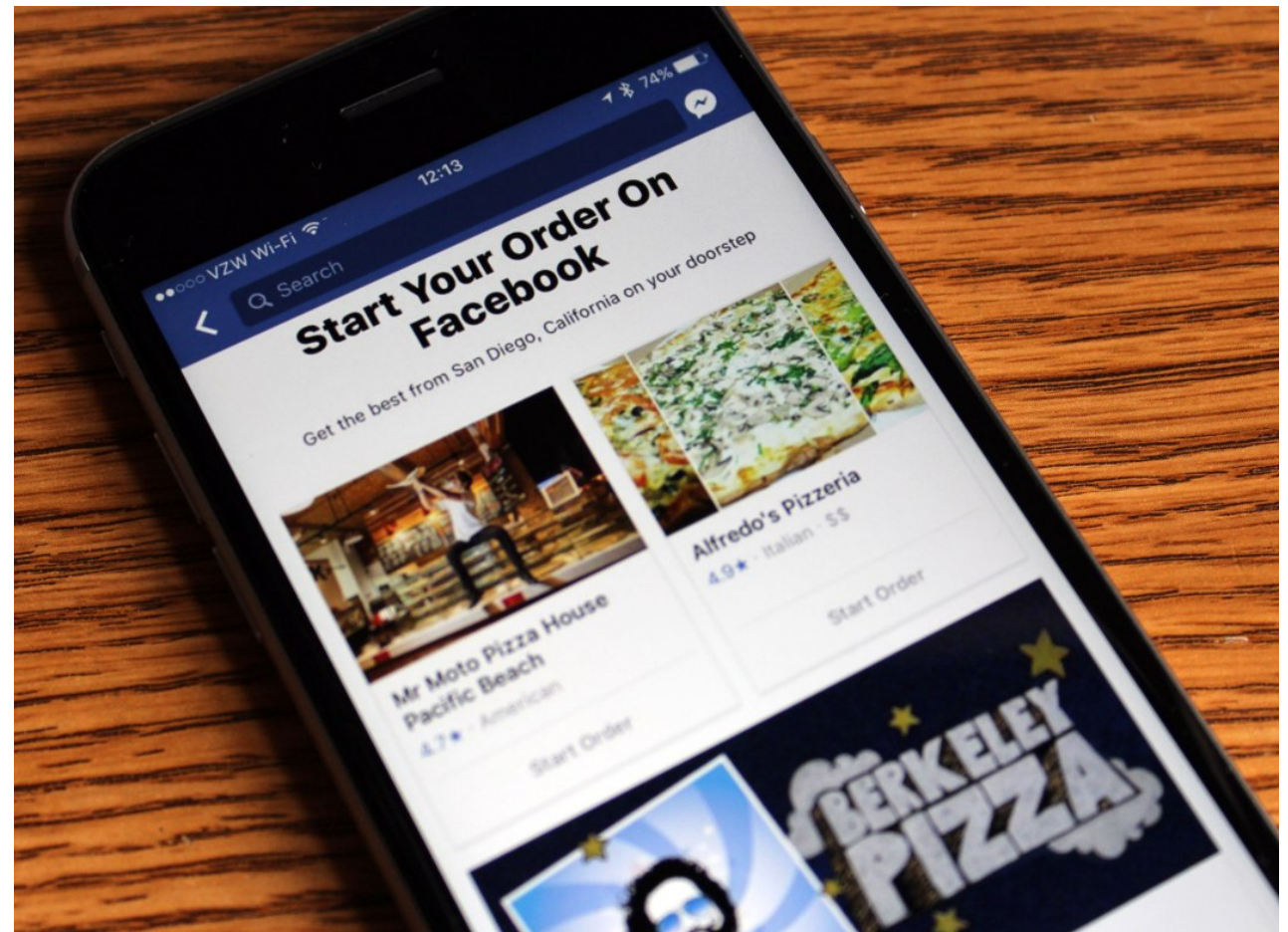
BUILD  
MARKETING  
STRATEGIES  
FOR ONLINE  
ORDERING



**Receipts = advertising.** Every time a customer pays, in the restaurant or for takeout, you've got all this space. Use it to your advantage. Include a call out for your online ordering program — feeling crazy, how about a coupon?!

CONNECT YOUR  
SOCIAL MEDIA  
AUDIENCE TO  
YOUR  
ONLINE  
ORDERING


Use your **Facebook profile** to make it easier for online ordering. Facebook's Order Food option in it's Main Nav is your new best friend.



CONNECT YOUR  
SOCIAL MEDIA  
AUDIENCE TO  
YOUR  
ONLINE  
ORDERING

**Use photos to your advantage.** Does your online ordering menu differ from your in-store menu — post a photo of it with your phone next to it with the website open.





Reimagine how  
your  
“telephone”  
works.


If a customer was going to call your restaurant, what kind of message would they hear? Customize that message to promote your [online ordering](#).

You might be used to putting your phone number on every takeout menu you print. But isn't it time you put your website on there instead.

Benefits of  
online food delivery  
apps for restaurants








## New Revenue Stream

A delivery service allows you to increase revenue despite having a limited number of seats in your dining room. You can capture more orders on a busy Friday night. A well-executed to-go service is a smart alternative that will generate new income and patrons.



## Wider Market

With a delivery service, you'll need to market the convenience and advantages that it offers. Effective promotion of your menu and services includes a robust online presence. Internet-based marketing gives your business far-reaching exposure and puts you in front of a whole new group of diners.




## Overcoming Weather Woes

A delivery service can keep business steady when the elements outside are bad. When it's 115 degrees outside, restaurants often see a dip in the number of guests and in sales. Providing an option for patrons to dine in the comfort of their own homes can help you gain revenue that would otherwise be lost to Mother Nature.



# Things to Consider





## Potential Kitchen Setbacks

Handling carryout orders can slow down your in-house service. Since the same kitchen produces orders for both the delivery service and dining room, consider the potential challenges and disruption when there is an unexpected fluctuation in the number of incoming orders.



## Driving the Bottom Line

Consider all of the direct and indirect costs of delivering orders. Be sure to calculate their fees into your expense analysis which range from 10 – 30% of the bill.