

CONVERSATION STRATEGIES TO INCREASE DIRECT ORDERS

PHONE CALLS

"Ordering directly from our website [or app] is the easiest way to get your favorites. It's quick, seamless, and lets you order ahead so your meal is ready when you are!"

END OF PHONE ORDERS

"By the way, ordering through our website [or app] means no waiting on hold. Plus it's quick and convenient to order ahead and save time!"

VOICEMAIL

"Sorry we missed your call! You can still place your order anytime on our website [or app]. It's fast, convenient, and lets you order ahead so your food is ready when you are."

WHILE DINERS ARE ON HOLD

"Thanks for holding! Want to save time? Order directly on our website [or app]—it's quick, convenient, and the best way to get your order in right away."

CONVERSATION STARTER

"The best way to order from us? Right on our website [or app]! It's easy, lets you order ahead, and ensures your meal is made just how you like it—ready when you are."

PROMOTIONS

"We've got a special deal just for our direct-order customers! Check out our website [or app] to save—it's fast, easy, and the best way to grab a great deal on your favorites."

DELIVERY

"Want delivery that's hassle-free? Ordering directly on our website [or app] is easy and saves you time—your meal will be on its way in no time!"

CAPTION IDEAS FOR SOCIAL POSTS

OPTION 1

Ordering from us just got even easier! Place your order directly through our website [or app] for:

- Our best menu prices
- Quick, hassle-free ordering
- More time to enjoy your meal

Skip the extra steps and order straight from the source—your favorites are just a few taps away!

OPTION 2

Hungry? Order straight from our website [or app] for the easiest way to get your meal. No extra steps, no extra wait—just fresh, delicious food made for you.

OPTION 3

Save time, skip the hassle, and order directly from us! Our website [or app] makes it easy to get your favorites—just how you like them, ready when you are.



ChowNow

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