



ChowNow

The 6 Ways Online Ordering Will Transform Your Restaurant's Efficiency



Imagine it's 7 PM on a Friday at your restaurant.

The tables are full of boisterous customers savoring your dishes, your front-house staff is running around, and the phone is ringing off the hook with takeout orders.

You can barely hear anyone and there's no time to clarify their orders, let alone ask them if they want any dessert. When one takeout customer comes in to pick up their food, they spend five minutes looking for exact change while others groan in line behind them. That's much better, though, than the other guy who called in a \$100 order—and never showed up.

Whether you run an established group of restaurants or a single location that opened last year, you can probably relate to the difficulties and foibles of doing takeout—as can your customers.

That's why it's time to look at online ordering for your restaurant. Thirty-seven percent of restaurants now give their customers—and their staff—the convenience of ordering online.¹ Here are the six top reasons why restaurateurs are adopting online ordering to maximize profits and streamline operations.

1. National Restaurant Association, 2018.

1 ONLINE ORDERING FREES UP YOUR STAFF'S TIME.

When your restaurant makes the move to online ordering, you and your staff will no longer be slaves to the telephone. Instead of juggling multiple callers and getting stuck on the line with a customer who seems to have a question about every item on your menu, you can process orders with the push of a button whenever you have a free moment.

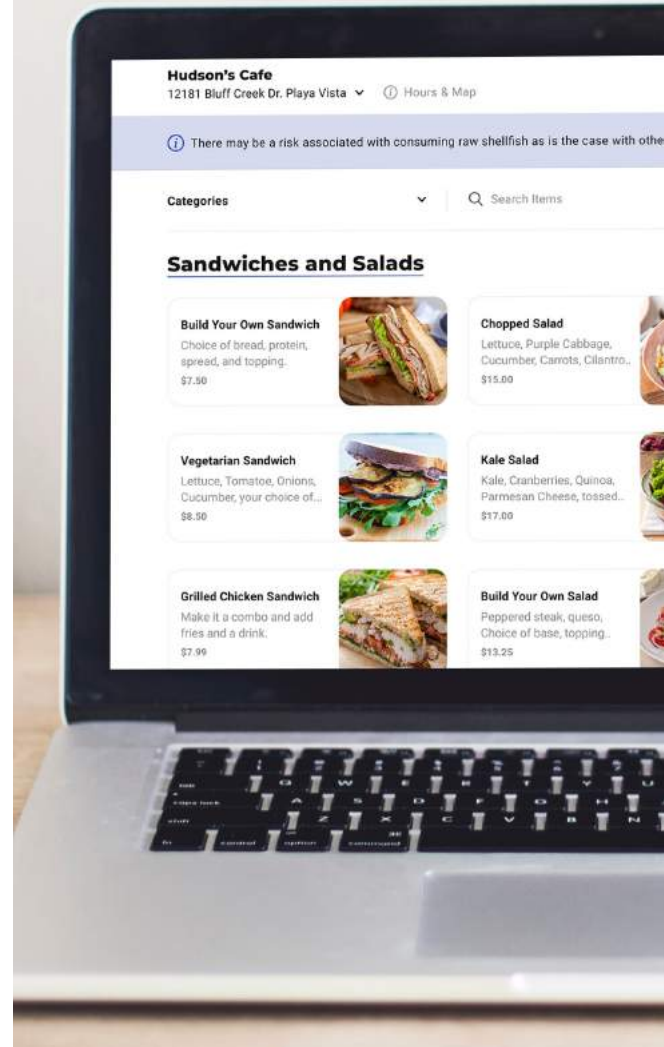
DID YOU KNOW?

Four out of five restaurant operators agree that technology like online ordering makes their businesses more productive.²

2 ONLINE ORDERING INCREASES TICKET SIZES.

When customers order online, they simply order more. Rushed phone orders make upselling virtually impossible, but your online menu automatically presents your customers with every option available. Extra guac? Check. Side of fries? Check. Dessert and a generous tip? Check and check.

With all of these opportunities for upsells, it's not surprising that online orders are, on average, 20% larger than in-restaurant purchases. Many ChowNow restaurant partners have found that their online tickets that are as much as 55% larger than their on-premise counterparts.⁴



3

YOUR CUSTOMERS WANT TO ORDER ONLINE.

Online ordering gives your customers the convenience of ordering when and how it's easiest for them. If someone's in a rush and wants to pick up their favorite weeknight dinner on the way home from work, they can order ahead and swing by your restaurant right at 6. Since everything's prepaid, all they have to do is dig in and enjoy. Conversely, if a customer wants to take as much time as they'd like with your menu, they no longer have to worry about hurriedly telling you their order over a noisy call (and trying to remember what their friends want, too).

Seventy-four percent of consumers are already ordering online. Make sure that you don't lose your regulars to the restaurant down the street that offers them this digital convenience.

DID YOU KNOW?

It's not only younger customers who care about the convenience of online ordering. Sixty percent of babyboomers like to order online, and 40% would place orders through a smartphone app if their favorite restaurant had one.⁵



4

ONLINE ORDERING REDUCES ERRORS.

With online ordering, the responsibility is on the customer to get their order right, and there is no opportunity to misunderstand them, like there is on the phone. You have clear documentation of every modification and special request, so everyone is on the same page. That leads to less waste, less frustration, and more customer satisfaction.

5

WITH ONLINE ORDERING, NO ONE SKIPS OUT ON THE CHECK.

Prepaid orders aren't just convenient for your customers, of course. They also put an end to the problem of takeout no-shows, when someone places an order, you spend the time and money to prepare it, and they never come to pay and pick it up. Credit cards are required to place an order through a service like ChowNow, meaning that you always get paid for your hard work.

6

ONLINE ORDERING GIVES YOU VALUABLE CUSTOMER INSIGHTS.

You probably know your loyal customers' names and faces, but what about their email addresses and ordering preferences? When you work with the right online ordering partner—one that gives you access to insights like these—you'll take ticket sizes, repeat orders, and your customer base to new heights.

**DID YOU KNOW?**

When ChowNow restaurant partners use their customer insights to send monthly marketing emails with the help of the Restaurant Success Team, they see an 8:1 return on investment.⁶

Take it easy.

Online ordering simplifies the lives and routines of restaurateurs, staff, and customers. It gives everyone more time to focus on what they love, whether that's developing exciting new recipes, identifying ways to further expand your business, chatting with longtime patrons, or savoring exquisite dishes.



“Our online ordering has increased about 4x in the past 3–4 years and ChowNow has made it easier and more efficient to get orders through. It fits right into the operational flow.”

Amber Jamal
Coral Tree Cafe

Working with the right online ordering partner will lead to stronger customer loyalty, larger ticket sizes, and increased revenue. Find a platform that charges a simple flat rate instead of [hefty commissions on every order](#). You'll want to work with a service provider that's dedicated to helping your brand grow and compete in a sustainable way and empowers you to grow your business on your own terms.



Curious about where to begin? [Talk with a ChowNow online ordering specialist](#) to transform your takeout business today.

Great food tells a story. We give it a mic.