Granbury Solutions

Online Ordering Engine User Guide

User Guide Version 3.0

Contents

1. Chapter 1 - Introduction

1.1. ABOUT THIS DOCUMENT

If you are reading this document, it is because you have responsibility for the content and administration of the online ordering system for your organization.

This document assumes that Granbury Solutions has already established your online ordering service, and you have been given the responsibility of maintaining the system. You should already have been given a "login" into the LetsGet.net admin portal for the purposes of maintaining the system. If this is not the case, please contact your account representative. This document also assumes that you are somewhat familiar with a Personal Computer and Internet concepts such as "browsers" and "navigation."

1.2. ORGANIZATION OF THIS DOCUMENT

This document contains the following sections:

- Chapter 2 – "Granbury Solutions OOE Setup" – will explain how to configure the Granbury Solutions OOE (Online Ordering Engine) for your restaurant. This will show you how to adjust account settings, adjust restaurant settings, adjust user settings and add new users, adjust menus or add new menus, and use the portal to support your operational needs.
- Chapter 3 – "Granbury Solutions OOE Versions" – will talk about how changes to the Granbury Solutions OOE are made, and how you can support this for your organization.
- Chapter 4 – "Other Considerations for Restaurants" – will talk about other things you can do to make online ordering successful, including operations considerations in the restaurant, and marketing steps that you can take to help your customers find you online.

1.3. A WORD FROM GRANBURY SOLUTIONS

At Granbury Solutions, we strive for constant improvement. If you have any suggestions to make to this document, or to the Granbury Solutions OOE, please let us know by contacting us at www.granburyrs.com/services/feedback.

We appreciate your patronage, and are grateful for your business.

2. Chapter 2 – Granbury Solutions OOE Setup

To log into Online Ordering, type the following URL into your browser – www.letsget.net. This will show you the Granbury Restaurant Solutions – LetsGet page. From this screen, click on the link at the top right that says: "Client Login"

This will take you to the Login Screen where you will be able to login using the username and password that you were given.

2.1. PORTAL LAYOUT

The portal pages are organized to give you quick access to any part of the restaurant configuration within Granbury Solutions. On the left hand side of the page is the Left Navigation Bar (see Figure 2.1), which has links to take you to the different sections of the portal. Depending on the permissions of your account, you may or may not see all the links below. This area will be referred to in this document as the Left Navigation Bar.
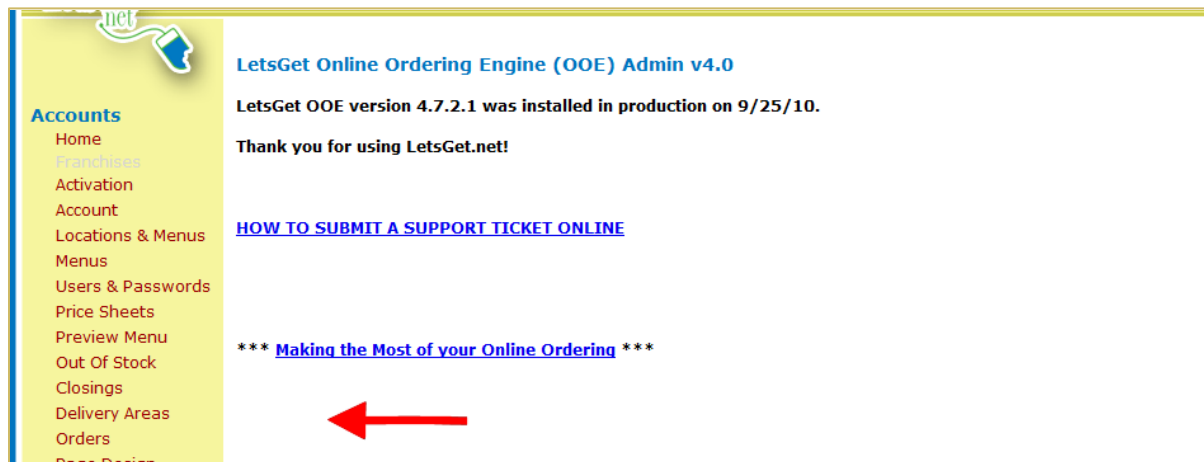

FIGURE 2.1

2.2. ACCOUNT SETUP

The "Account Setup" screen can be found by clicking on the "Account" link on the Left Navigation Bar.

- The first section – Account Information – contains the address and contact information for the business entity (see Figure 2.2). This can be thought of as: "Where is this store located?"
    o The address should be geo-coded. This allows Google Maps to correctly identify your location and delivery area. To do this, make sure your address matches Google Maps. Go to maps.google.com and type in your store name and city. Copy the format of your address in Google into the "Address" section of the "Account Setup" page. If this is done correctly, you will notice that a latitude and longitude field will appear under your address after you save your changes. (see Figure 2.21)

- The second section – Primary Account Administrator – is the connected contact for your integration. Please contact your Online Ordering Account Manager for more information on how to change this setting.
- The third section – Online Merchant processing – is for changing how the merchant processing is handled. Please contact your Online Ordering Account Manager for more information on how to change this setting.

The remaining sections (not shown) show restaurant default information. That is, when a new restaurant location is added to the system, the values from these sections will be used to initialize the values for the new restaurant. Please refer to the "Restaurant" section of this document for an explanation of each section.

2.3. RESTAURANT SETUP

The "Restaurants" screen can be found by clicking on the "Locations and Menus" link on the Left Navigation Bar.

2.3.1. LIST OF RESTAURANTS

After clicking on "Locations and Menus", you will be taken to the "Restaurants" screen, where you will be able to see all the restaurants currently setup for the account (see Figure 2.3). From this location, you can either:

- edit the specific information for each location by clicking on the Locations link,
- edit the menus for any particular location by clicking on the "Menus" link, or

- Add new locations by clicking on the "Add New Franchise" button. Please contact your Online Ordering Account Manager for more information before using this feature.
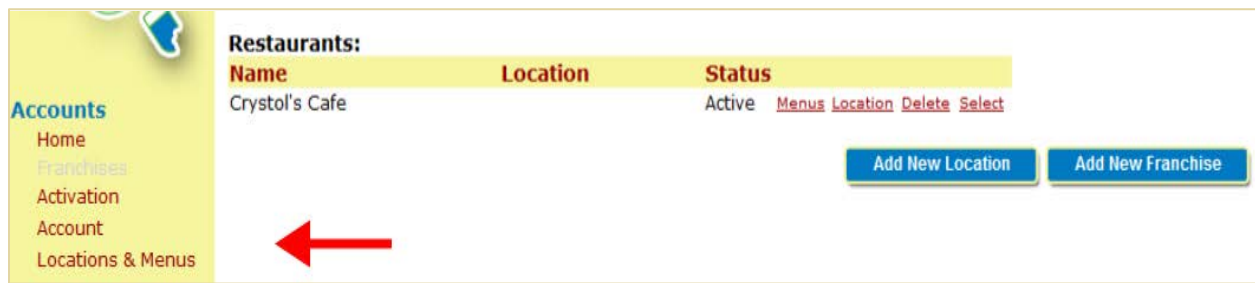
2.3.2. RESTAURANT INFORMATION

From the "Restaurants" screen, if you click on the "Location" link, it will take you to the information for a particular restaurant.

- The Location section (see Figure 2.4) will give you information about this specific location.
  - The Name field is the name of the restaurant. This will display to the customers while ordering, and on their order confirmation screen.
  - The Location field is just an easy way to refer to this specific Restaurant. The only place your customers will see it is within the Granbury Solutions portal.
- The Order Types and Fees Section will allow you to set your specific operation details.
  - The Listing field says whether this location has Online Ordering or just Online Menus. The difference is that Online Menus will only display the menus but not let your customers order from it.
  - The Takeout Available, Delivery Available and Dine In Available checkboxes specify the dining options that can be offered to your customers
  - If Delivery is chosen, you can click on the "Add Zip Code" box to list the Zip codes where delivery is offered, as well as special order delays or minimum orders for particular zip codes.
  - For Takeout and Delivery, you can specify a base delay that your customers should expect e.g. Delivery within 45 minutes.
  - Delivery Closing Option lets you manage how late you receive your online orders.
  - Delivery Fee Applies only to delivery orders, and should be set to follow the same rules you have set up in store.
  - Web order fee is an optional amount that is added to each order to help offset the fixed or variable costs associated with online ordering.
  - Sales Tax should be set to your appropriate locations sales tax
  - Tax Exempt codes are typically not recommended, but if you feel it is necessary to your restaurant, enter the group name that is tax exempt. For example: Boy Scouts. When members of boy scouts are ordering online, they will need to put in "Boy Scouts" (exactly as you have typed it into the box) in the Add Coupon Field to receive the order tax free.

o Max Advance Order indicates how far in advance your restaurant is able to take orders.

FIGURE 2.4

- The Ordering Notification section will give you information about transferring orders to a specific location. (See Figure 2.5)
  - o Primary Order Notification can be specified as either by FAX or Transmission to the POS. For FAX order transmission, it will send to the FAX number listed on the account page. **BE AWARE:** FAX orders include a per page charge. Please contact your Customer Relations Rep if you do not know how much you are being charged for FAX orders.
  - o Secondary Order Notification can be sent to the restaurant for all orders. This can come in the form of a page (sent via an email address) or a phone call to the restaurant. **BE AWARE:** phone calls include a per-minute charge. Please contact your Customer Relations Rep if you do not know how much you are being charged for phone calls.

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		Zip Code	Order	Deliv Time	Fee *	Delivery Addresses	Delivery Area Description	
Account Groups								
Interested Parties								
▶ Image Repositories						☐		Add Row
Styles								
Item Name Translations								

ORDER NOTIFICATION

Primary Order Notification	○ No Primary Order Notification
	○ By Fax ($.10 charge per order)
	○ By Transmission to LetsGet Monitor or POS
	● Direct to POS

Secondary Order Notification	☐ By Email Enter Email Address
Confirm Notification	By Phone _____ ($.25 charge per order)
	By Pager _____
	Email
Alert Override	Alert PSO if ___ out of ___ orders fail.
Last Alert Date	

WEB INTERFACE TEXT AREAS

- Web Interface Text Areas gives you options to Speak to your customers.
  - Custom Header HTML will display on all pages of the online ordering process. It's a great place to advertise a special, or let your customers know of any upcoming events.
  - The Disclaimer will display on the front page. Use this to set expectations for your customers ordering process. "Order times approximate" is always a good suggestion.
  - The "Confirm Order Message" and the "Cross Sell HTML" are both shown on the Order Confirmation screen your customer sees after placing an order. If Granbury Solutions is doing the merchant processing for this account, the Confirm Order Message should say something like: "Thank you for your business. Please print this page for your records."
  - The "Cross Sell HTML" can be used to display a message such as: "Please visit our online store to buy our PIZZA SAUCE."
- Restaurant Interface Special Behavior gives you additional options to customize your menu.
  - Pricing Display lets you control your prices online. You can choose to hide prices of items, or option items across the menu. Please be aware this will hide prices on the order confirmation screen as well.
  - Marketing is used to connect you Google Ad Words account, or your Loyalty program. Please contact Granbury Support with assistance in changing these fields.
  - Customer Comments lets you control whether or not customers can leave comments on items, the order summary, or delivery instructions.
- POS is controlled strictly by Granbury Solutions; please do not change anything here without first consulting Granbury Support.
- Hours allow you to set up your store hours.

2.4. SETUP MENUS FOR RESTAURANTS

You have the option to set up multiple links and assign individual menus to each one. This is a great tool for when you have a catering menu, or an advanced lunch menu.

2.4.1. TYING MENUS TO RESTAURANTS

To tie a menu to a specific restaurant location, click on "Locations & Menus" (see Figure 2.3) on the Left Navigation Bar. This will bring you to a screen, which will show you all the restaurants currently setup for the account. From there choose the "menus" link from the appropriate location.

Clicking on the "Menus" link will take you to the "Menus" screen (see Figure 2.6) which will show a list of all menus available for this account. A number of different functionalities can be accessed from this screen:

- The menus which are being displayed for this particular location will have the "In Use" box checked. This functionality is useful for franchised organizations which have multiple price tiers, or are just sharing menus across multiple locations. Using this "In Use" functionality, each Restaurant can offer whichever of the available menus they wish to offer. Once you check the appropriate boxes, click on the "Update in Use" button slightly above it.
- To view, edit or change the images on your items or how they are displayed, click on the "Images" link. Additional Image Instructions can be found using the Graphical User Interface Guide found in our Learning Center.
- If you want to re-arrange the sections or items in the menu, click on the "Arrange" link. Additional Arrange Instructions found in Section 2.5.10.
- Coupons allow you to create and edit coupons. More details on this will be found in section 2.5.11 in this document.
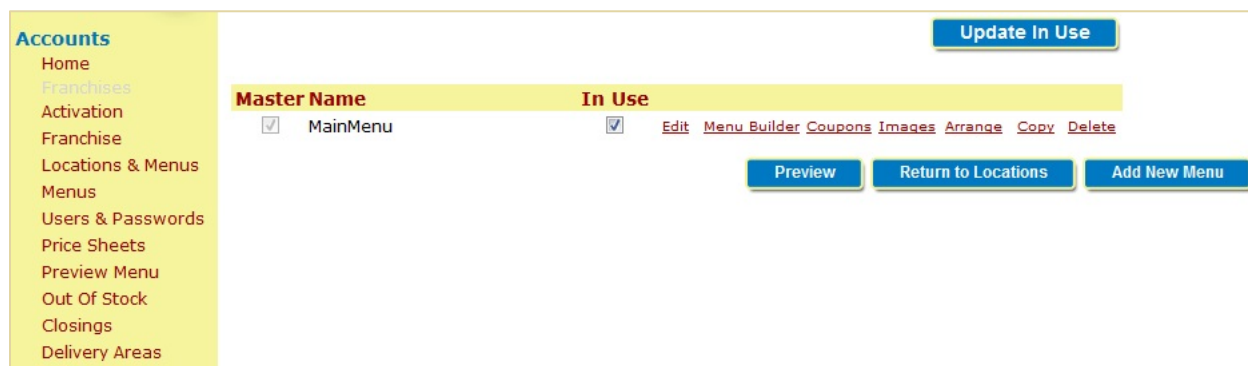- Menu Builder is where you manage your online menu.

FIGURE 2.6

2.5. MENU SETUP

From the Menus screen, if you want to modify a specific menu, click on the "Menu Builder" link. This will take you to the "Menu Setup" screen (see Figure 2.7). From this screen, if you want to see how a menu behaves, click on the Preview Menu button at either the top or the bottom. This will be displayed in a pop-up window. Please allow pop-ups from LetsGet Admin.

FIGURE 2.7

2.5.1. MENU SECTIONS

From the "Menu Setup" screen, you will see your menu sections displayed across the top. If you want to add a new section to this menu, click on the "Add" link. This will put a new section at the end of your current sections. If you wish to change the order of the sections, click on the "Arrange" button at either the top or the bottom.

If you edit an existing menu section (see Figure 2.8), you can do the following:

- Change the name or description of the section
- Menu Section Description is an HTML enabled field which allows you to add graphics and give you more formatting.
- Menu Section Description (Mobile) is a text field that allows you to simplify the menu section description for better viewing in a mobile screen.
- Show or hide the section e.g. for testing
- Choose the menu section mode.
- If you choose "Waitress Mode", then the items in the menu will all show up on the order side with an "Add" link next to them. This is the most common method of setting up a menu section.
- If you choose "Bulk Mode", then the items of the menu will all show up on the order side with a quantity box next to them, where they can be added in bulk. This can be useful for items which can be added in bulk such as appetizers, and side items.
- "Available From" allows you set when the section is available. This is useful for Lunch menu sections.
  Graphical Ordering Menu Item Columns lets you set how many columns of items you want on the page. This is only available for Graphical Menus.
  Images are displayed if they are assigned using the "Images" Link on the "Menus" Page.

FIGURE 2.8

2.5.2. MENU ITEM TYPES

There are four types of menu items – regular, sized, combination and configurator. For all of these item types, there are common attributes which can be configured (see Figure 2.9):

- Changing the name, description, mapping and/or price.
- Changing the short name which appears in the smaller shopping cart. This field is optional.
- Hide the item – for either testing an item or for menu items that are only used within combination items or coupons.
- Indicating an additional delay for particular items. Some items take longer to prepare, and this field can be used to add time onto the order.
- Setting the days that an item is available. This is useful for "soup of the day" or "daily specials."
- Hide sizes on the menu. This is used more for aesthetic purposes.
- The "Upsell" is for order level upsells (see section 2.5.6 below).

FIGURE 2.9

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2.5.3. SIZED ITEMS AND CONFIGURATORS

The Sized and Configurator item type is useful for items which come in sizes like Pizzas or Drinks (see Figure 2.10). A Configurator allows you to hide the sizes on the Item page. It allows displays an option set to choose your size on the modify/option page. To modify the sized items:

- First choose the size type. For items with common size lists, you can re-use the size list (e.g. Pizzas come in Regular, Large, XL, Jumbo…)
- For each size, you can specify a mapping or price. If this size is not available for this item, you can leave it unmapped, and it will not show up on the ordering side.
- The image box is for click art. If a customer clicks on the image for this menu item, it will add an item for the specified size.
- The "Upsell" is for order level upsells (see section 2.5.6 below). That is, if a customer agrees to purchase the item out of an order upsell, then this is the item size they would be ordering.

Sizes:

| Select Size List | Pizza Sizes | ∨ | Delete Size List |

Size List Name ▶ Pizza Sizes

Size	Extra Price	Image	Upsell	
Slice	2.50	☐	☐	Delete Size
Medium	7.50	☐	☐	Delete Size
Large	12.50	☐	☐	Delete Size
Sheet	22.00	☐	☐	Delete Size
		☐	☐	Add Row

FIGURE 2.10

2.5.4. COMBINATION ITEMS

The Combination item type is useful for items which are comprised of other items from the menu (see Figure 2.11). This is useful for the "Buy 1 Large Pizza and Salad for $15.99" or the fast food combo meal – "Sandwich, Fries and Drink for $4.29." To create or modify the combination items:

- Create a combination set. Think of this as "Choose 1 from Column A." In the fast food example, this can be Fries, Large Fries for $0.50 more, or Side Salad for $1.00 more. Click on the items that make up the combination choices (including sizes as appropriate) and click on the update link.
- If the customers can choose from a list of items, choose one that sets the default price as "Standard". If the price is to be factored into the cost of the combination, choose "include in price". If using a list of items and the customers can choose any item from the list at no additional cost, check "Suppress Extra Price".
- To delete a combination set from the combination item, choose the "Delete" link next to it.
- To update an existing combination set, choose the "Edit" link next to it.
- To save a change to combination set, choose the "update" link before saving.

User Picks One of Each Item							
		Extra Price	**Std**			Delete Update Cancel	
Item	**Size**						
☐ GARLIC N OIL PIZZA	Configurator ⌄		☐				
☐ SPECIALTY PIZZA	Configurator ⌄		☐				
☐ MUSHROOM PIZZA	Configurator ⌄		☐				
☐ HAWAIIAN PIZZA	Configurator ⌄		☐				
☐ MARGHERITA PIZZA	Configurator ⌄		☐				
☐ STEAK PIZZA	Configurator ⌄		☐				
☐ PEPPERONI GALORE	Configurator ⌄		☐				
☐ VEGGIE PIZZA	Configurator ⌄		☐				
☐ FRENCH FRIES			☐				

FIGURE 2.11

2.5.5. ORDER UPSELLS

The Order Upsell can be accessed using this section of the "Menu Item" screen (see Figure 2.12). This is a "final" question that is asked of your customers before they proceed to checkout. The logic here can be thought of as follows: "We notice that you didn't order any appetizers. Would you like to add some Nachos to your order?"

- The upsell message is the question asked of your customer.
- The upsell priority is used to set the order in which the questions will be asked (only one question is asked at a time).
- The "Skip upsell…" field indicates whether this question should be asked if the specific item isn't ordered, or if any item in the section of the item isn't ordered. This box is usually checked.

	Show Image Item	⦿ Not Shown ◯ On Menu ◯ With Menu Section
Upsell:		
	Upsell Message	
	Upsell Priority	Highest ⌄
		☐ Skip upsell if any item from section is ordered
Auto-Add Coupon:		

FIGURE 2.12

2.5.6. ITEM ARTWORK

Item Artwork is used to show pictures of your products on the website.

- There are 2 types of Online Ordering Set up. Graphical and Non Graphical.
- Non Graphical will display a Popup Item Image (see Figure 2.13) when your customers hover the mouse over the menu item. Items with hover art show a small camera icon next to the menu item as a visual indicator for your customers that there is artwork for this menu item.
- Graphical will display an image above the menu item.
- Item Image is shown on the menu based on the "Show Image Item" setting. This is found on the item's "Edit" link as follows:
- If "Not Shown" is selected, this image will not show on the regular menu. However, this image can still be used for the Order Upsell described above.

- If "On Menu" is selected, this artwork will be visible under the shopping cart regardless of what menu section is shown. This is useful for coupons, which would always be visible as your customers are ordering. With this artwork, your customers can add this coupon item to the shopping cart by clicking on it.
- If "With Menu Section" is selected, this artwork will only be visible if that particular section of the menu is being viewed. This is useful for showing a few items of the menu at all times while your customers are ordering. (E.g. show the most popular entrees.) With this artwork, your customers can add this item to the shopping cart by clicking on it.

2.5.7. LINKING ITEM OPTIONS (AND ITEM UPSELLS) TO ITEMS

Item Options allow your customers to make changes to the items on your menus. Examples of Item Options include:

- Toppings for Pizza
- Condiments for Sandwiches
- Simple upsells like breadsticks ("would you like to add breadsticks to that?")

To access the options for any menu item, click on the "Option" link from the "Menu Setup" screen. (See Figure 2.14) This will take you to the "Menu Item Options" screen, showing all options available within an **account**. (See Figure 2.15) **Please note that menu options are shared between menus, so changes made to one option set affect all menus on the account.**

- If you want to make existing options applicable to the current menu item, choose the options in the "Select Options" list, and click on the "Add Selected Options" button to add them to this item. Those items will then appear below.
- If you want to create new options, click on the "Add New Options" button.
- If you want to change how an existing option behaves for this item, click on the "Edit" link.

2.5.8. CREATING AND MODIFYING ITEM OPTIONS (AND ITEM UPSELLS)

There are a number of configurations you can change about the item options (see Figure 2.16), including:

- The Option Set Instructions. This is the question that your customer is asked when presented with this option. If this is left blank, the question will be defaulted based on the Min and Max values (below). This question can be different for every item to which it applies – so the same sandwich toppings option can be used for both a burger and a grilled chicken sandwich. "What toppings would you like on your BURGER?"

- MIN, MAX and INCLUDED values work together to create the appropriate option set behavior for your item.

- If they must choose one value and exactly one value, use MIN value of 1 and MAX value of 1. The ordering side will not let your customers leave this screen until an option is selected. This is useful for crust types on a pizza, or flavor of drink. **TIP!** - Only with these settings will the options be presented as "radio buttons." Users typically consider this presentation to be the friendliest.

- If the user can choose many options, you could use a MIN value of 0, and a MAX of however high. This is useful for toppings on a pizza, or sandwich condiments.

- For single upsell items, (e.g. "would you like to add breadsticks"), you could use MIN value of 0, and MAX value of 1 – which would show as a single checkbox.

- For Items like a Two Topping Pizza where a customer gets a set number of toppings for free, or included, set the INCLUDED value as needed.

- For Substitutions set the INCLUDED Value to the amount of free substitutions they can choose.
- Use the Save as Default to set these configurations across all items using this option set, or uncheck Save as Default to change these values for one specific item.
- "True Item Upsell" is for creating a simple upsell. "Would you like breadsticks with that?" Select the item you would like to upsell from the dropdown under "Option".
- "Display in dropdown" should only be used for items in which the customer can choose only one option.
- "Option Can Be Doubled" will allow your customers to double selected options.
- "Option Can Be Split" is for an item which can be split two ways (e.g. a pizza or a deli sandwich). This is so they can have a pizza which is half Pepperoni, and half Sausage.
- For the individual options, you can mark them as standard or not. For Items which cost extra (e.g. Pizza Toppings), if you mark an option as standard, the cost is overridden to $0 on the ordering side. This lets you use the same option set for a basic pizza or a pizza that comes with extra toppings.

FIGURE 2.16

2.5.9. OPTION SET DESCRIPTION SPECIAL CHARACTERS

There are special characters that if used in the option set description will change the behavior of how an option set is displayed to a customer on the options selections screens as opposed to on the order transmissions and shopping carts.

- TRUNCATED with "~". Some option set items contain a description such as "ATOMIC SAUCE - eat at your own risk!!". In cases such as these, you might want to have the full description show up for as the customers are making their selections, but not show up in the shopping cart. To accomplish this, you can enter the description as: "ATOMIC SAUCE~ - eat at your own risk!".
- REPLACE with "@". Some option sets are presented as a question such as "would you like breadsticks with that?" with a non descriptive answer such as: "yes, thank you!", or "no thank you!" For these cases, you might want to replace the option text with more useful descriptions. To accomplish this, you can enter the descriptions as: "yes, thank you @please add breadsticks" and "no thank you @". In this example, if "yes thank you" was selected, "please add breadsticks" would show in the shopping cart. If "no thank you" was selected, nothing would show in the shopping cart.
- HOLD THE OPTION with "%". Some option set items come standard and are defaulted to SELECTED. For instance, a sandwich might come standard with "Lettuce". But to

keep the shopping cart simple, you might only want to mention "Lettuce" if it has changed from the standard setting. To accomplish this, you can enter the description as: "%Lettuce." If "%Lettuce" is standard and de-selected by the customer, it will show in the shopping cart as "Hold the Lettuce."

2.5.10. RE-ARRANGING MENUS

If you want to rearrange the order of anything presented in the menu, click on the "Arrange" link from the "Menu Setup" screen. This will show you the following screen. (See Figure 2.17)

- "What do you want to Arrange" will let you select the part of the menu that you need to re-arrange.
- "Choose These" will let you select where it can be found in the menu
- "Arrange Here" will let see and change the current order or the items.

2.5.11 COUPONS

The "Coupons" screen can be found by clicking "Menus" link on the navigation bar, followed by "Coupons" associated with the correct menu you wish to add a coupon too. From this screen you can add simple coupons with or without qualifiers. **NOTE: This is not where you would add combination offers or specials.**

- "Coupon Name" is used to identify the coupon (See Figure 2.18)
- "Effective Date" is the date in which the coupon is available.
    - If the coupon doesn't expire, use, 2099 as the expiration year.
- "Good For:"allows coupons day, time and order type restrictions.

- "Coupon Qualifying:"is the requirement the customer must reach in order to take advantage of the coupon.
- "Coupon Promotions:" sets what the customer will receive when meeting the qualifications. (See Figure 2.19)

- "Coupon Options:" determines how the coupon will be applied to the order.
  - Auto-Apply automatically adds the discount if the qualifiers and promotions are added to the cart.
  - Coupon Code allows you to assign a code for the coupon. This can be restricted to one time use per customer, unlimited use, or one time use only.
  - Loyalty Program Offer Code is used in conjunction with Granbury Solutions Salesbuilder loyalty program.
  - Priority sets the priority of this offer over other similar coupons. By default, the online ordering will auto select the coupon that gives the customer the greatest discount unless otherwise specified by priority.
  - Not good with any other offer restricts to one coupon use per order.

- o First Time Customer Only will apply to new customers registered by email address.
        - o Add if not on order will apply the promotion item to the order automatically if the qualifier is met.
            - ▪ Note: if the customer has an option to choose the promotion item, do not auto apply.
        - o "Maximum times per order" specifies how many times the coupon can be used on one order.
        - o Manual Discount PLU is only configured for specific POS integrations. Please contact Granbury Support for assistance.
- • "Restaurants:"
        - o Select if the coupon is available for all franchised locations or only select locations. This does not apply to all Franchisees or Chains. Contact Granbury support for assistance.

2.6. USER ACCOUNT SETUP

The "Users" screen can be found by clicking on the "Users and Passwords" link on the Left Navigation Bar (see Figure 2.21). This will take you to a list of all users who have access to this account. From this screen, you can hit "Edit" to change their information, or "Add New User" to add additional users. There are three types of users: Account, User, and Franchise.

2.6.1. ACCOUNT

Account users have all privileges within an account. For these users, just add the regular information as described on the screen below (see Figure 2.22).

Login:

Type▶	Account ☑ Primary Contact
First Name▶	Admin
Last Name▶	LetsGet
Phone Number▶	123-456-7890
Phone Ext.	
Email▶	admin@letsget.net#7155

▶ indicates required field

<u>FIGURE 2.22</u>

2.6.2. USER

Privileges for non-account users can be configured according to organizational needs (see Figure 2.23).

- "Admin" privilege will let the user change the admin setting of the account and / or the Franchise.
- "Menu" privilege will let the user change the menus.
- "Operations" privilege will let the user see the orders screen and the statements for the account.

<u>FIGURE 2.23</u>

2.6.3. FRANCHISE

For certain accounts, the Franchise user can be an easy way to configure Granbury Solutions. These franchise users will be able to have their own restaurants, and their own statements, but will share menus with the "corporate" account.

2.7. RESTAURANT SPECIFIC CHANGES

On occasion, special changes will need to be made on a restaurant by restaurant basis.

2.7.1. MARKING ITEMS AND OPTIONS OUT OF STOCK

One way to make restaurant specific changes to a menu is to mark items or options as "out of stock".

To access, out of stock functionality (see Figure 2.24), click on the "Out of Stock" link on the Left Navigation Bar.

- The "out of stock" designation is set on a location by location basis.

- From the "Out of Stock" screen, choose the menu from which you will be marking items out of stock. Only the "In Use" menus will be shown in the Menu list.
- The column on the left will be the menu items from the chosen menu, grouped by menu section. The column on the right is the menu options. Check the items and options which are not in stock, and click on the "Save and Return" button.
- If an option that is included in a menu item is marked Out of Stock, it will hide the corresponding item(s) with it.
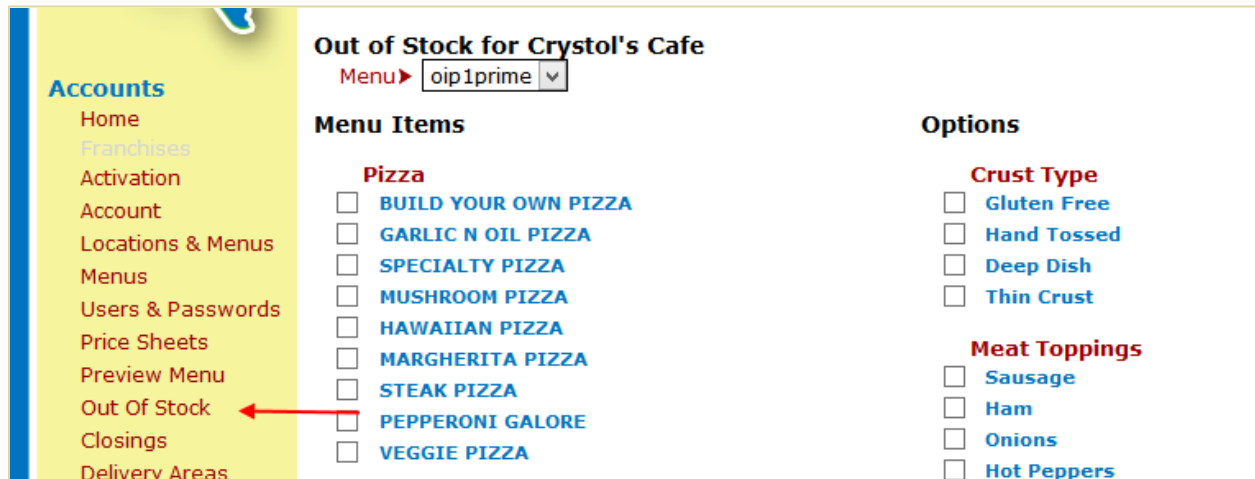
FIGURE 2.24

2.8. RESTAURANT OPERATIONS

Manage day to day operations through the back portal with the following.

2.8.1. ORDER LISTING

A multi-purpose screen which can help with all sorts of operational considerations is the orders listing (see Figure 2.25 on the next page). This report shows all completed orders for a restaurant or account, and filtered by many common search criteria.

- The most common searches are for a particular date range and for a particular restaurant. The search can also be by order number, or by the customer who placed the order.
- For any of the orders displayed, if you click on the "Select" link next to the order, the actual order will show up below the report. Once this is done, you can:
- Get a printable view of the order,
- Re-send the order to the restaurant only if using fax,
- Or Credit or Void the order.

FIGURE 2.25

2.8.2. STATEMENTS AND OTHER REPORTS

Restaurant statements and other reports can be accessed from the "Reports" link on the Left Navigation Bar. Reports include but are not limited to:

- The Rolling Quarterly report, which shows the results from your last 12 weekly statements.
- Choosing a statement from the rolling quarterly report will take you to that specific statement, where you will be able to see all orders, with all associated fees, grouped by location.
- The "Opt-In Emails" report will give you the email addresses of all customers who have ordered from your restaurant and opted into email marketing.

2.8.3. RESTAURANT CLOSINGS

A particular restaurant can also be marked as closed on a particular day so it won't take orders. This is great for setting Holiday Hours. (See Figure 2.26) To access this functionality, click on the "Closings" link on the Left Navigation Bar.

- If closed the full day, enter the date and select update leaving the Open and Close Fields unselected.
- If closed part of the day, enter the date and the open and close time for that date, and then click update.

FIGURE 2.26

2.8.4. MARKING A RESTAURANT AS CLOSED

There are two additional ways to stop your customers from placing orders at your restaurant temporarily:

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- Marking the location as "Online Menus" as opposed to "Online Orders" using the Listing field as described in section 2.3.2.
- Using the "Activation" link from the Left Navigation Bar. If you mark a location "Inactive," then your customers will see a message saying: "This location temporarily out of service. We're sorry for any inconvenience."

2.9 HELP DESK

The help desk is equipped to handle many emergency issues that might come up at the restaurant. For instance:

- They can help you reset your password.
- They can mark your restaurant as inactive temporarily e.g. if the power goes out.
- They can verify or help search for an order if a customer says they ordered online, but don't have a printout.

2.9.1 FAQ'S AND LEARNING CENTER

The Back Portal houses an FAQ section that addresses the most common questions asked. It's a great resource tool for quick answers and contains great how to guides.

You can even try to use our Learning Center to solve your problem or question. Click here to visit the Learning Center

Requesting support? Click here Customer Care Login and enter your user information or call the support desk at 1-800-750-3947 to get your log in information.

3. Chapter 3 - Restaurant Website Setup

3.1. LOOK AND FEEL

When your restaurant was set up, a number of "look and feel" configurations were made to the OOE to make this online ordering service look and feel like it was part of your website. The changes that were made are (almost) all table driven, and can be accessed and modified using the "Page Design" link located on the Left Navigation Bar.

Beware! - This functionality was designed for trained graphics designers who are familiar with html styles, and cascading style sheets.

3.2. WEBSITE EMBEDDING

When your restaurant was set up, the OOE may have been embedded into your website by a trained IT professional, or with the guidance of your Online Ordering Account Manager. If this was not done, please contact Granbury Support. Also Refer to the Online Ordering Website Integration for more detail on how you can attach your online ordering to your existing website. This can be found in our Online Ordering Learning Center.

4. Chapter 4 - Other Considerations for Restaurants

At Granbury Solutions, we want to help our restaurant partners in any way possible with this new capability. As such, there a number of items that should be considered by the restaurant.

4.1. TRAINING RESTAURANT PERSONNEL

The most obvious and most frequently overlooked aspect of introducing this new sales channel of online ordering is educating the personnel in the restaurant about how to expect online orders, and what they should do when they are received. Both the personnel who take the order, as well as anyone who looks at the order should be educated as to how to handle these orders.

4.2. NOTICING THE ORDER DELIVERY

Another common oversight of setting up for online ordering is putting the printers or FAX machines in a place where the people working at the restaurant will notice.

- If doing FAX notification, the FAX machine should be somewhere close to the front of the restaurant.
- If doing EMAIL notification or AUTOPRINT, the computer printer should likewise be near the front of the restaurant.
- Consider a sound notification if you are running the Online Ordering Software and you have a very loud or busy atmosphere. Ask Granbury Support for assistance.

4.3. MARKETING YOUR NEW SALES CHANNEL

Another item for restaurant consideration is how to market this new sales channel. It is a common mistake to think that just because this service is available on your website, that your customers will find it. Additional things you can do to market your new sales channel include:

- Handing out marketing material advertising online ordering at the point of purchase. This can be a menu or card that you staple to your carryout and delivery orders.
- Setting up your on-hold message on your phone line to tell your customers about your online ordering capability
- You can include: "ORDER ONLINE NOW at MYSITE.COM" on all your coupons, menus and the advertising circulars.

5. Closing Message from Granbury Solutions

On behalf of the Granbury Solution employees and partnership, we want to thank you for your patronage. We value feedback from our restaurant partners. If you have any ideas to improve the online ordering service, please let us know, and we'll strive to include it in future versions.

Good luck and best regards!