

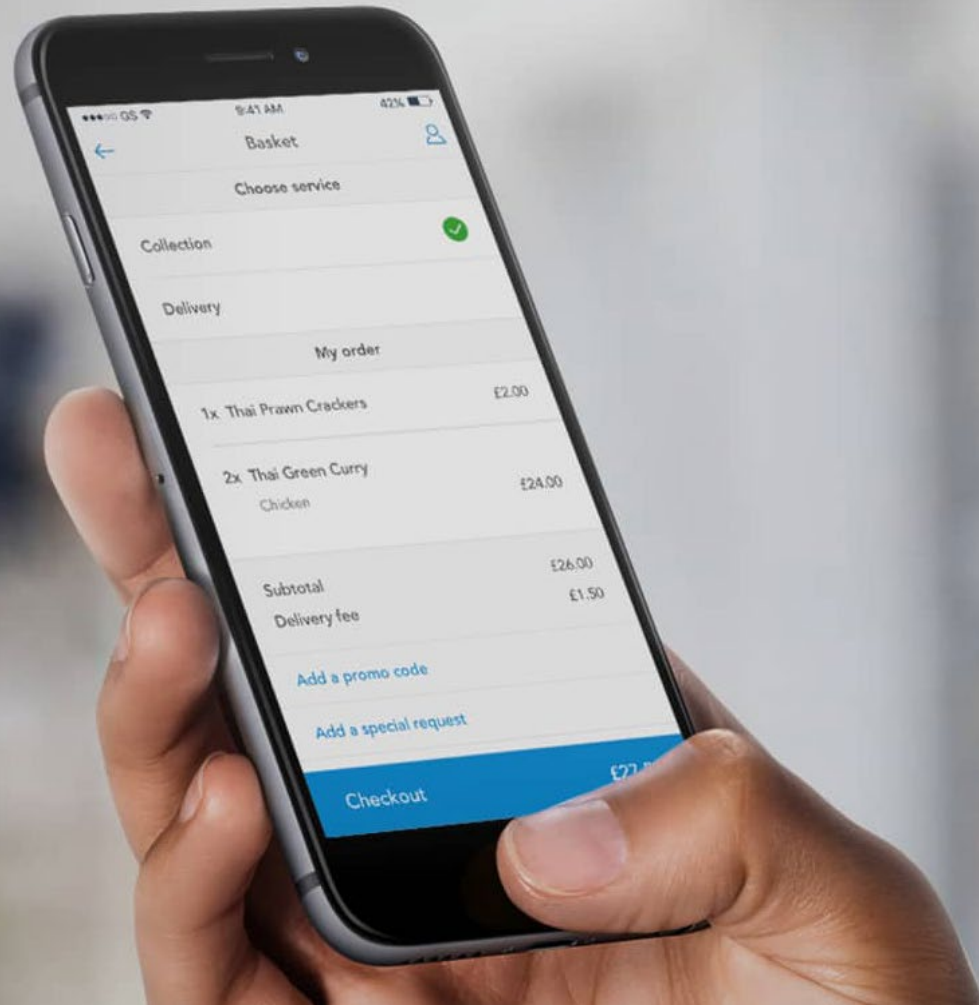


How to be a smooth operator

An operational guide
to implementing
mobile ordering

Digital ordering,
powered by

preoday

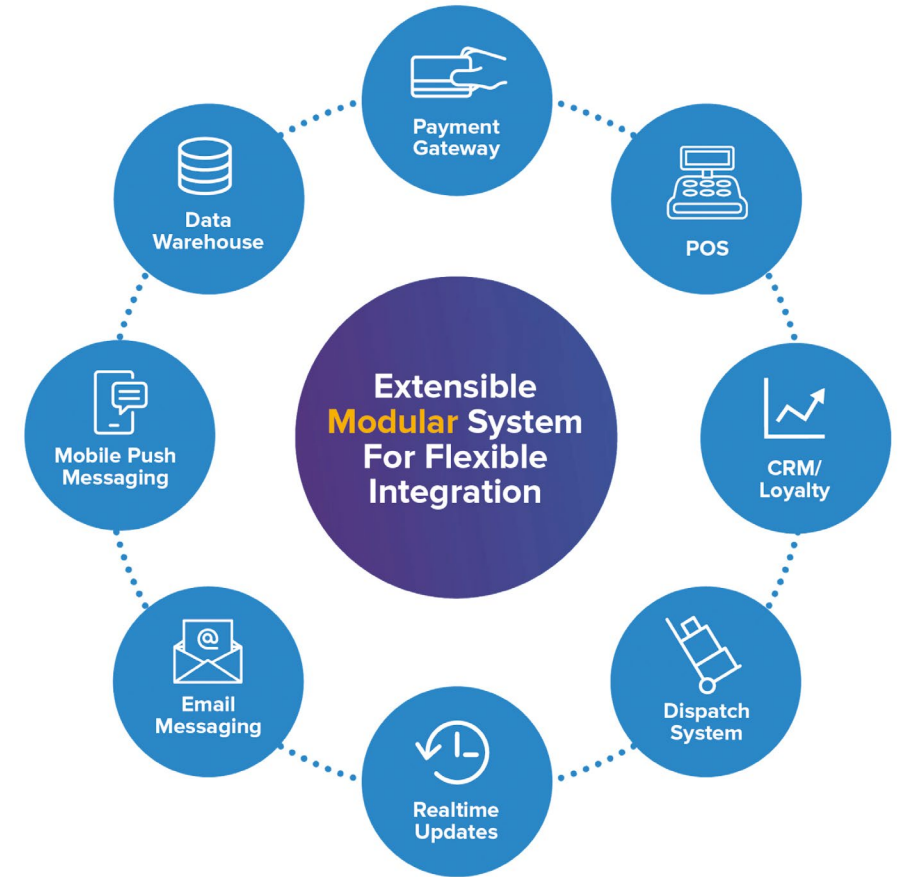


**In this guide, we offer
four key operational
factors to consider when
implementing mobile
ordering into your business.**

INTEGRATIONS

Get connected

Preoday's platform is flexible, our API is strong, fast and sophisticated and we work with partners to offer a complete mobile and online commerce solution. Preoday's technology integrates with EPOS, payment, loyalty, CRM and printing systems.



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EPOS

Integrations with our EPOS partners allow your app to communicate with your EPOS system so that our solution is easy to use and increases operational efficiency. By integrating Preoday with your existing systems, you facilitate a flow of real-time information across your business and have a single view, which helps you make informed business decisions.



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Payment

Through Stripe, our preferred payment processing partner, transactions go directly into your account. Preoday does not hold any of your transactions. Payments are securely and easily processed through the platforms.



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Delivery and loyalty

We also integrate with other companies to enhance your app's user experience and help you tune into your customers.



It's not easy running a business, **which is why we manage your integrations on your behalf, keeping you updated of progress along the way. Your role will be to provide information that we ask for as quickly and accurately as possible in order for the integration to be quick and hassle-free.**

For a fuller list of our partners and integrations, visit our [website](#). For more information please contact sales@preoday.com

ONBOARDING

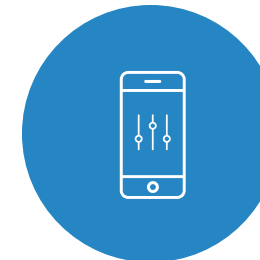
We listen
We understand
We partner

When the time comes to launch your online ordering service, our dedicated customer success team is there to support and guide you along the way.

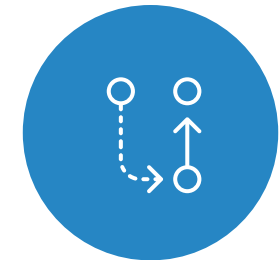
Onboarding objectives



Help you to launch your online ordering service

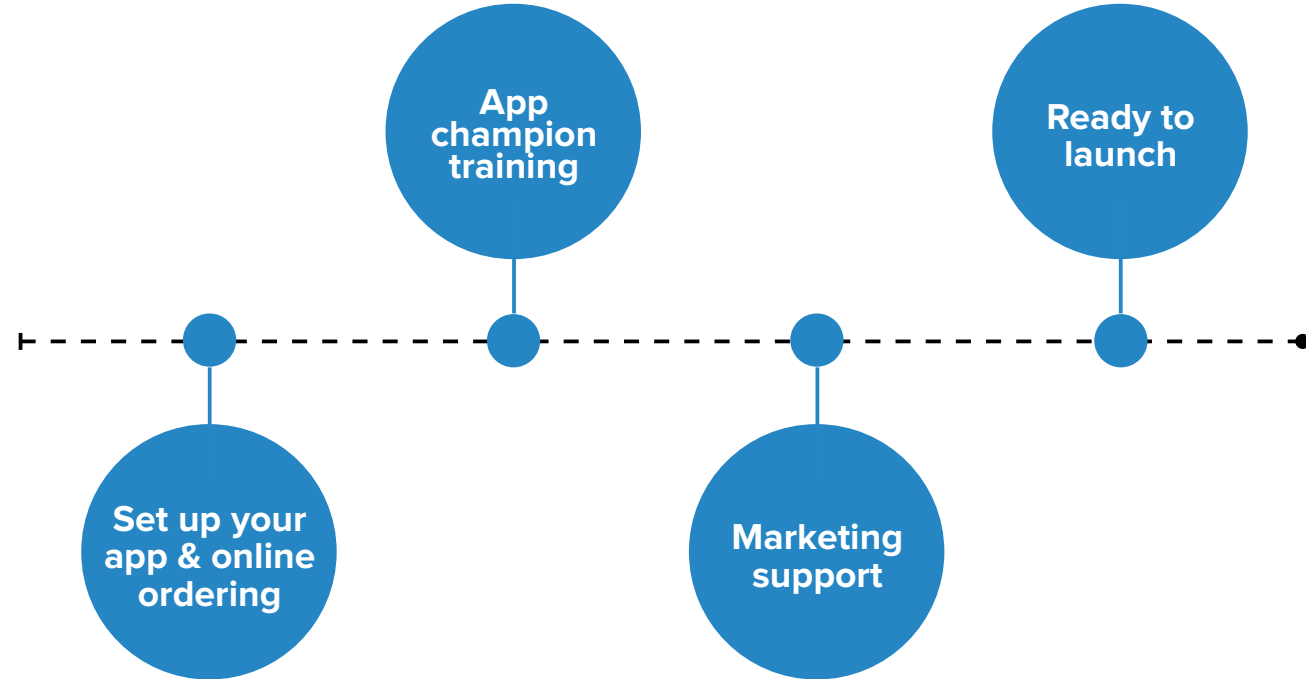


Give you the confidence to self-manage your service and get the best out of all the functionality



Work with you to evolve your digital ordering service further

We give you better support



Set up your app & online ordering

We will arrange an introduction call to find out more about your business and discuss how you want to use the platform and how it aligns with your wider business goals.

We then send you an app submission form, where you will attach your menus, artwork and app details. Once completed, we will assemble the app and submit it to the App Store and Google Play, where approval can take up to two weeks.

App champion training

We train your representative to become your venue's App Champion, from understanding the platform to knowing how to manage orders operationally. In this training session, we make sure you are comfortable with using the platform and analytics dashboard. You can also test out your app on your phone within a test environment so you can demo what the customer experiences

We also offer detailed guidance on using the platform and its features, please further refer to the Knowledge Base, accessed via your Preoday dashboard.

Marketing support

We work with your marketing team to ensure they understand best practice and that the build-up to the launch is as effective as possible. See pages 15-17 for more.

Ready to launch

By this point you will be ready to go! However, that doesn't mean we will abandon you. Our team will support you every step of the way, through the launch and beyond to help you make your digital ordering service as successful as possible.

Think outside your traditional operating box

Whilst the onboarding and integration process is taking place it is critical to consider any operational adjustments that you need to make when launching your service. We can help advise you on what has worked for our other clients and what would be a successful approach for you.

Think ahead about how you are going to manage an increase in sales. This means both in the kitchen and with regards to customer interaction. Some questions you should ask yourself include:

- Should you create a separate area for mobile/online collection? What should this look like, can it be shelves or does the food need heating or cooling?
- How are you going to manage queues? It can be beneficial to have a different line for pre-ordering.
- Should a separate area of the kitchen be dedicated to pre-ordering as it grows?
- Would it be useful to text customers to notify them when their order is ready?
- Who is going to let the customer know they've received their order and the time when it will be ready? Clear communication roles are essential.
- Depending on order volume, tracking and managing customer communication of pre-orders can itself be a

material operational adjustment that needs to be thoroughly planned. Who is going to do this?

- Staff training is critical, your staff are still the face and voice of the operation and will be both preparing the food and interacting with customers who place digital orders.

These are just some of the operational adjustments that early pre-order adopters have considered and implemented to address the increase in sales volume. Take some time to think about what you need to do to adapt your operations - and if you have any questions, get in touch!

Checklist

- ✓ Introduction call
- ✓ App submission form completed
- ✓ App champion training
- ✓ Marketing support
- ✓ Operational adjustments

For more information on the onboarding process or any questions, please contact customersuccess@preoday.com



MARKETING

We'll help you promote

Marketing a new app or service can be daunting, especially when you don't have the luxury of having a dedicated marketing team. While it is tempting to use an aggregator platform like Just Eat, who advertise widely and claim to market on your behalf, using your own-branded platform is far more beneficial to your business. Firstly you gain access to one of your most powerful assets, data (see building loyalty section),

you aren't stung by high commission fee, and you get to control your customer experience and marketing. Marketing your new service isn't just a launch activity, promoting your app or online ordering service month-on-month is vital to its success. These simple, cost-effective marketing tips below are straightforward and quick to implement and will help you to get started today.

Getting started

Word of mouth

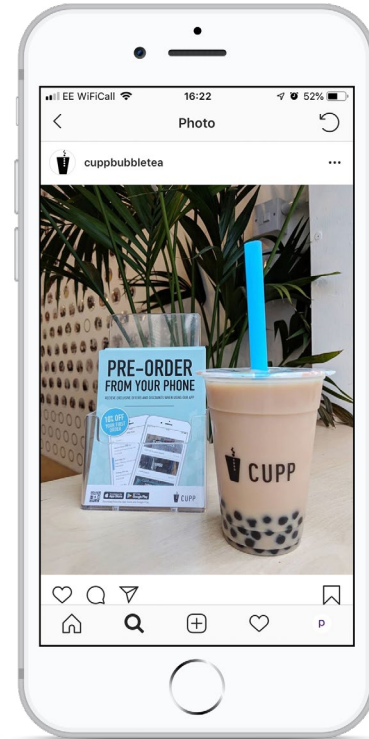
Never underestimate the power of word of mouth. Your staff communicating that you have a digital ordering service is a crucial marketing tool. Your team needs to understand and champion the app, and it can be as simple as getting cashiers to say with every transaction: "Did you know you can pre-order and pay with our app?" Your staff can also engage with people standing in the queue, informing them about the platform for next time they come in. They should be able to answer any questions the customer has about the service or even demo it.

Website and social media

Make it easy for your customers to find your online ordering service on your website, make it clear and centre stage. If you have the option, add a home-page pop-up to promote the new service on your website.

Use your social media platforms to connect with your customers and promote your app. When pushing the new service on your social media channels, include a link to the download page so your customers can automatically download it. You may also want to add a regular discount or promotion to encourage downloads; this is easy to do on the Preoday platform by logging in and inputting a code on the management dashboard. You can then promote the code on your social media to advertise that special offer to customers alongside a strong call-to-action such as:

"Don't forget you can enjoy 20% off your first online order, use promo code APP20".



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In-store marketing

In-store marketing opportunities are a simple but effective way to promote the platform. Why not try these easy-to-implement ideas below:

- Static signs on above-counter screens
- Static signs on the tills
- A5/6 flyers to give out in-store
- A4 wall posters
- Pavement board advertising
- Business cards with information about the platform and how to use it, to be included in takeaway bags/cup holders and on the front desk. You can use QR codes to direct people straight to the app store URL. We can create a code for you once the app is ready and online.
- Receipt messages - A simple message can be printed on the till receipts about using the platform next time

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There are many marketing tools that you can use to promote your new service, but starting with these basics will give you a good head start. Preoday offers an ongoing marketing support service and can work with you to build an effective marketing strategy.

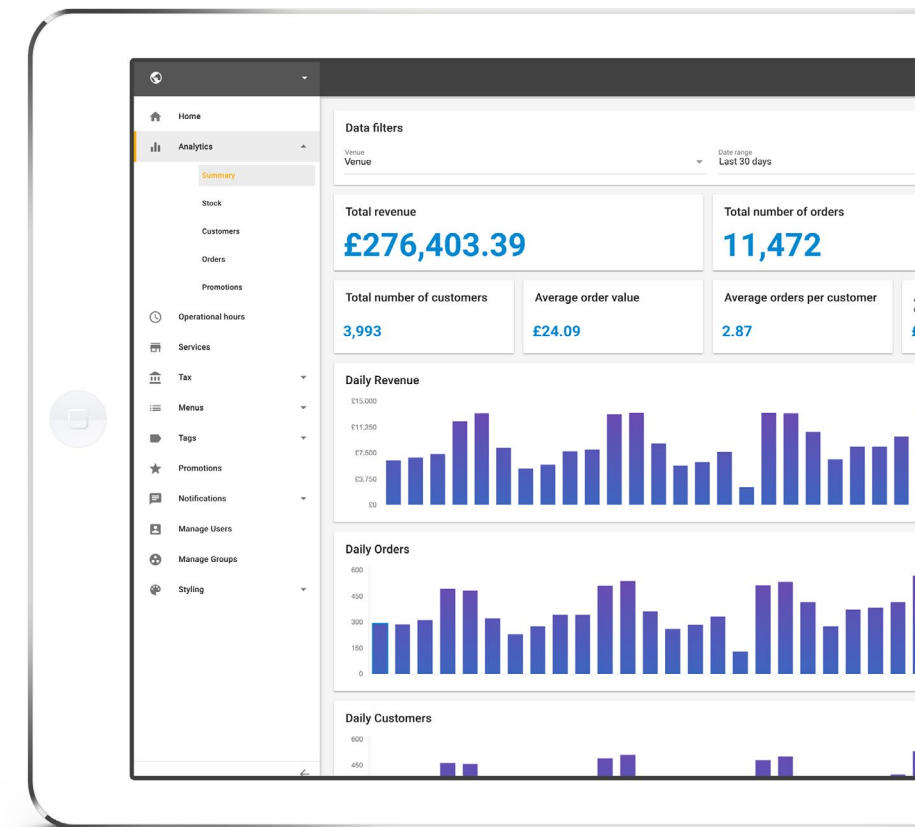
For more information please contact marketing@preoday.com

BUILDING LOYALTY

We'll help you grow

In today's digital world, data is the source of competitive advantage. The data that the Preoday platform provides is compelling for your business and can be used to create a loyalty strategy to retain your customers as well as generate new ones.

The dashboard provides the analytics of all customer orders, which you can filter down to specific reports of demographics or spending behaviour, allowing you to create targeted and personalised loyalty promotions.



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Here are some examples of how you can implement loyalty incentives exclusively through your app:

Deals of the day

Everyone loves a deal! Deals are popular and are usually very successful. Customer data can give you knowledge of popular meal options and times; you can create discounts based on the trends you observe within your data. For example, “Go large on Wednesdays, claim extra-large on Fridays.” Or, “Buy two mains and get a side dish free.”

Make the most of milestones

Data tells you everything you need to take advantage of the significant milestones in the customer’s online ordering journey. Check your data and see if your figures are close to reaching a round number. For instance, you might have had 478 orders in total, not far off 500. Use the figure to market your ordering portal on your public/social channels:

“We’re approaching our 500th mobile order! We will be giving £25 credit to the customer that places the 500th order, so get clicking!”

Personalisation

The data collected from an app can include specific information relating to individual customers. For instance, it could tell you when ‘Jane Smith’ first placed an order with you, how large her orders are on average and how many times she has placed an order across a set period of time. You can also tell if Jane hasn’t placed an order for a known period of time.

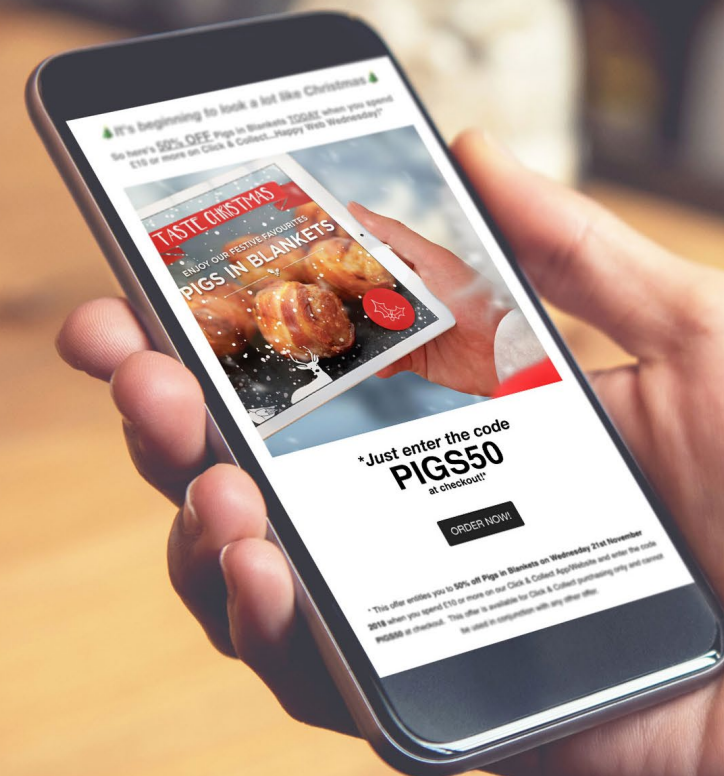
If the data tells you that Jane likes a medium pepperoni pizza and a one-litre bottle of coke every two weeks and has done for the last six months, you have the chance to investigate if her orders stop. With having the knowledge of her favourite order you can send marketing emails and texts with a personalised offer, to win her loyalty back.

“Jane, we haven’t seen you for ages, have you gone off pepperoni? Perhaps you’d like

to take advantage of this special offer just for you? Order a medium pepperoni pizza this week and get your one-litre bottle of coke for free!”

The insights that the data in the platform provide not only helps you optimise marketing and loyalty campaigns but also reduce costs, cut down on waste by giving you the insight you need to better manage your inventory and allows you to improve profit margins through intelligent, competitive pricing.

For more information please contact
customersuccess@predoay.com



ABOUT PREODAY

Preoday builds high-quality e-commerce platforms offering mobile and online ordering services. We enable hospitality businesses to offer branded online pre-ordering facilities to customers purchasing food, drink and merchandise.

Preoday provides a white-label service to companies across the hospitality industry, from quick service restaurants and cafes, to theatres and stadiums. We work directly with hospitality businesses and partners including resellers, ticketing agencies, technology providers and food tech start-ups.

Reasons for choosing Preoday

- Never pay excessive costs. Avoid up to 14% commission on every order placed through aggregator services like Just Eat. Preoday is 0% commission
- Acquire new customers and make existing ones more loyal
- Reinforce your brand identity
- Gain complete access to customer data (often withheld by aggregator services)
- Have total control over customer service including delivery deals and menu creation

Want to know more?

Check our [Resources](#) page regularly to access fresh and useful content. Let us know if there is a topic you'd like to know more about, which we haven't already addressed. To ask us a question, arrange a demo or get a quote for your project please [get in touch](#) and a member of our team will be in touch very shortly.

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Want to know more? preoday.com