



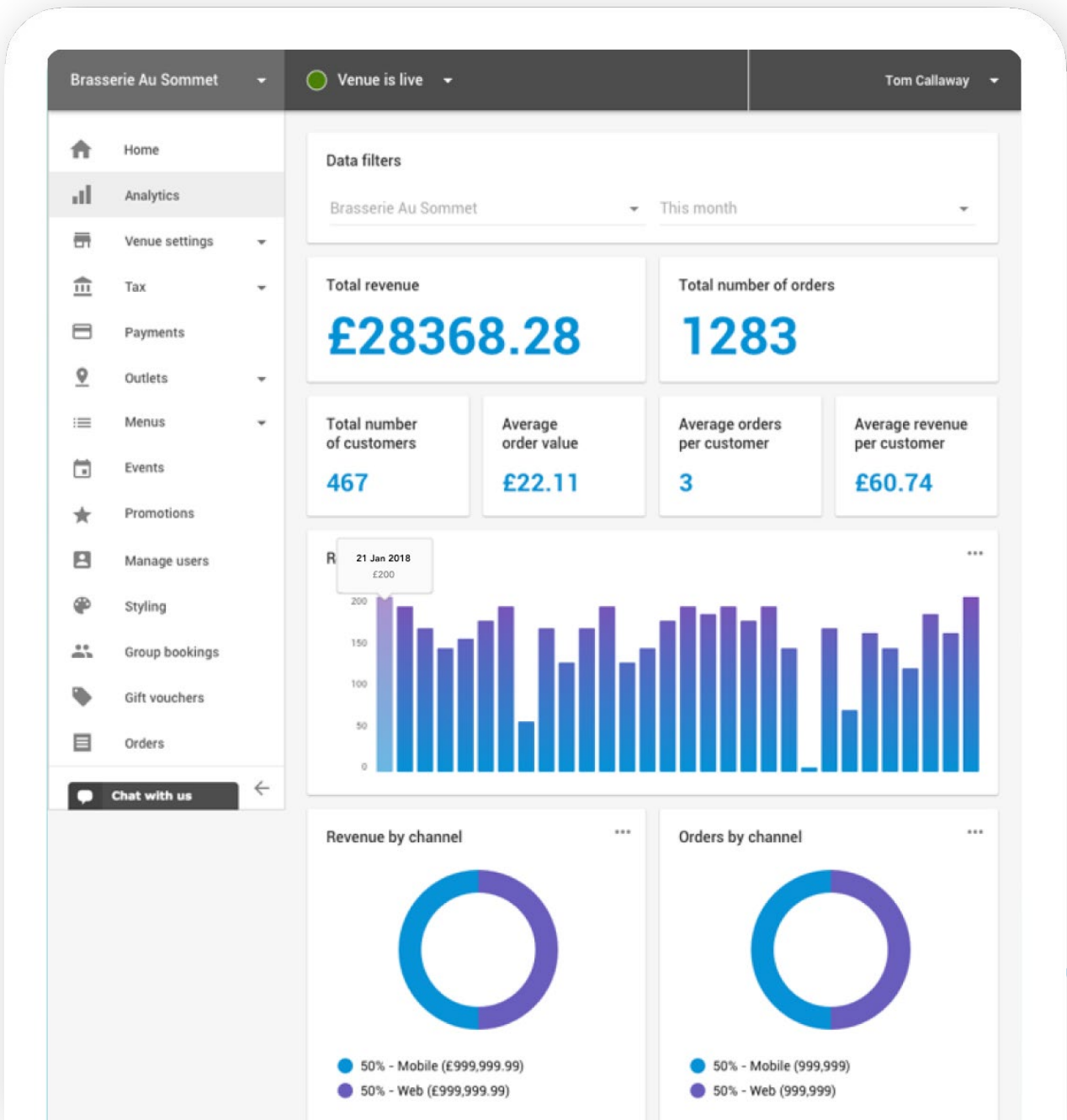
**We give you a platform
you give your customers
the power to pre-order**

preoday

Want to discover more? preoday.com

Preoday provides businesses with branded mobile & online ordering technology

Consumers can order and pay ahead and companies can access the data they need to know their customers better.



Why offer online and mobile ordering - 3 quick reasons

1

More revenue

Due to ease of use, cashless transactions and opportunities for up-sells and cross-sells, customers who order online or from their smartphone tend to spend more on food and drink.

2

Improved customer loyalty

Mobile and online ordering streamline choosing, ordering, and paying; consumers don't want to wait in line anymore. They want to be able to order at a time that's convenient to them, whether that's hours, or weeks in advance.

3

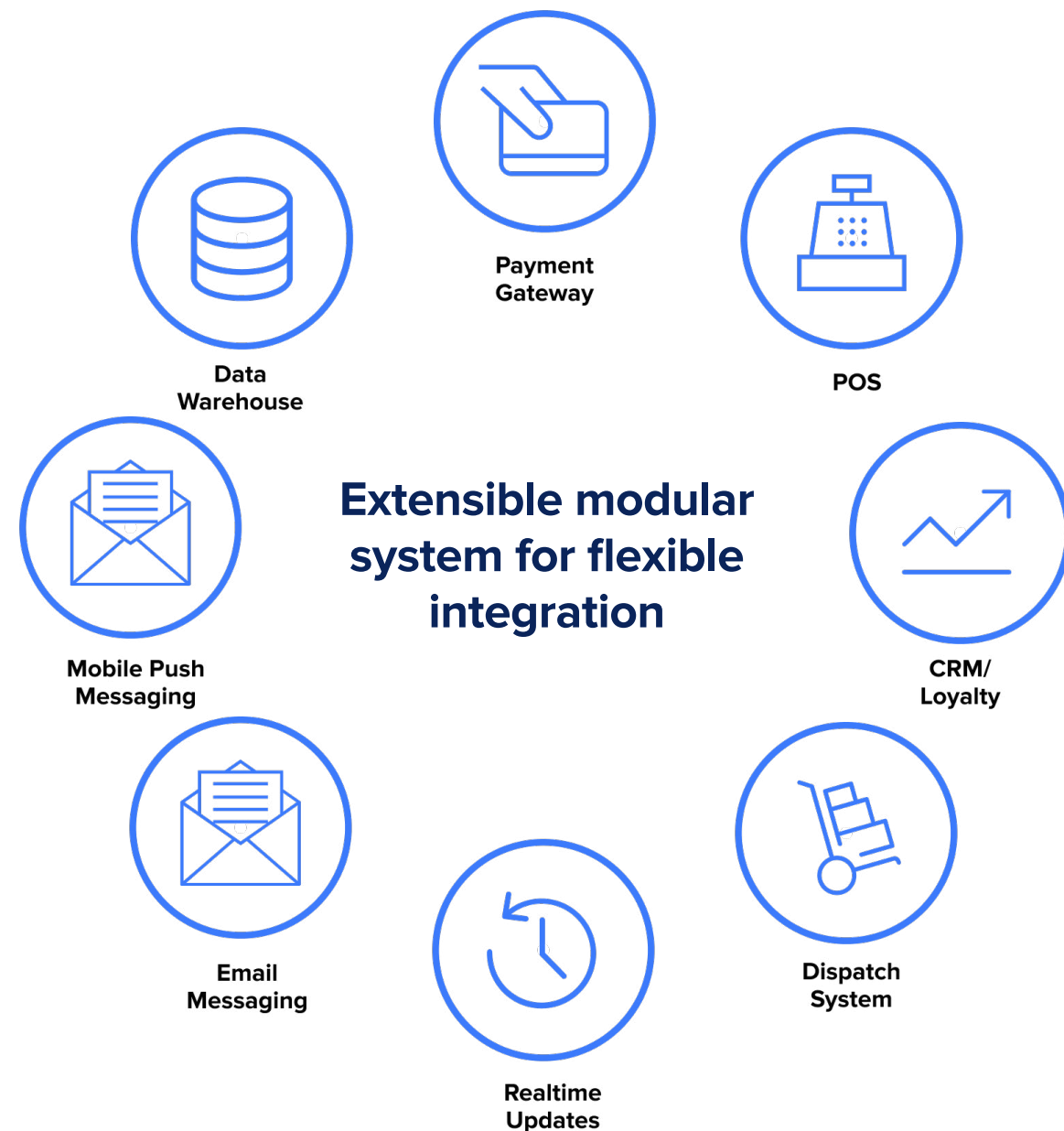
Better operational efficiency

Unified workflows for order processing and payment processing helps avoid complications, increases operational efficiency, improves stock control, lowers risk and grows margins.

Preoday can provide mobile and online ordering platforms that suit your individual requirements: We provide flexible and customisable solutions to help you realise your business goals.



Benefits of having a Preoday white-label platform



1

Commission-free orders

All orders are commission-free for you when you sign up to any of our packages; we charge a flat monthly fee.

2

Fully integrable

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, loyalty, CRM, payment, and printing systems. 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.

3

Take control

The platform enables establishments to manage everything themselves, in real-time, including menus and pricing. Behind the scenes, we provide onboarding and ongoing support to ensure the service is always fully operational and market-ready.

4

Entirely under your brand

Why compromise your hard-earned reputation by promoting your app under someone else's brand? Preoday is entirely white-label, which means you can advertise your order platform to customers under your logo, with your images and colour scheme.

5

Access to data

With mobile and online ordering technology working together seamlessly with payments, your business gains improved access to, and a more rounded view of the data that helps you better understand and serve customers.

Rich data analysis will help you make decisions about the direction of the company and you will see the immediate feedback from customers as they react to these changes. All customer data is saved and presented in useful reports, which can be exported and matched up with any CRM systems to conduct in-depth marketing campaigns.

6

Communication directly with customers

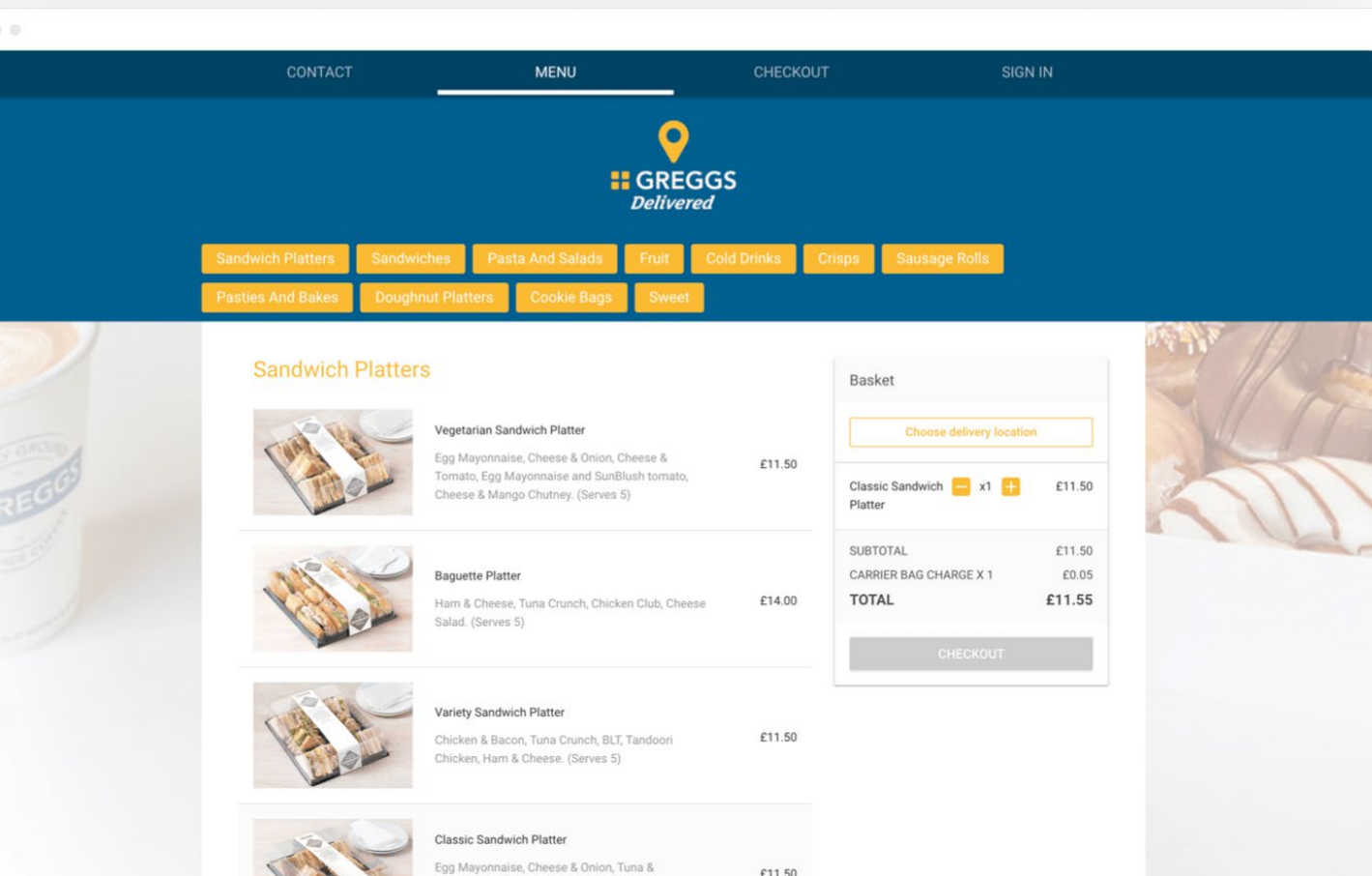
There's no middle man. Your orders come straight to you. Furthermore you have the ability to send your customers push notifications to their phone. So if you're running late or are out of a particular dish, you can let them know immediately.

7

Transactions straight into your account

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

The platform options



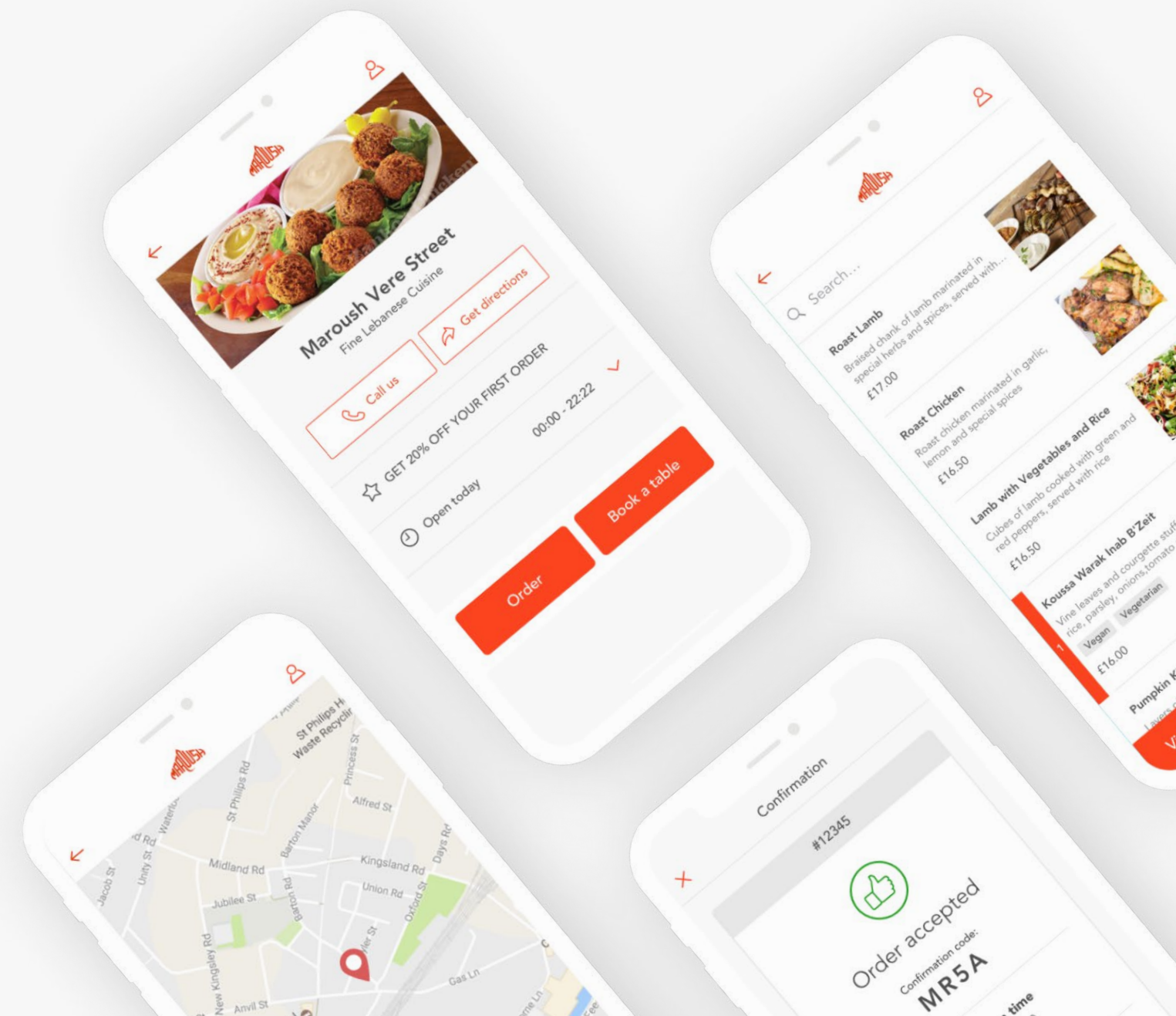
Integrated web-based platform

- ✓ Integrates with your existing website
- ✓ Fully responsive design
- ✓ Works in sync with your mobile app
- ✓ Cross-browser support

Digital ordering, powered by **preoday**

Mobile ordering platform

- ✓ Fully customisable
- ✓ Mobile payment
- ✓ Android and iOS compatible
- ✓ App Store and Google Play release
- ✓ Supports both collection and delivery
- ✓ Have total control with real time updates
- ✓ Push notifications
- ✓ EPoS, Loyalty, CRM, payment, and printer integration
- ✓ Inside your existing app or we can provide the complete app



The platform includes

Promotion and loyalty

Make your customers more engaged

- Integrates with third party loyalty apps
- Set your own promotions and discounts around products
- Alert customers to the latest offers with push notifications

Automation

Manage reservations, menus and pre-orders from one central system

- Online reservations and orders
- Corporate events and Christmas parties
- Manage multiple menus
- Kitchen and stock reports
- Automatic reminders
- Printed place cards and menu choices for guests
- Dietary requirements for individual guests

Analytics dashboard

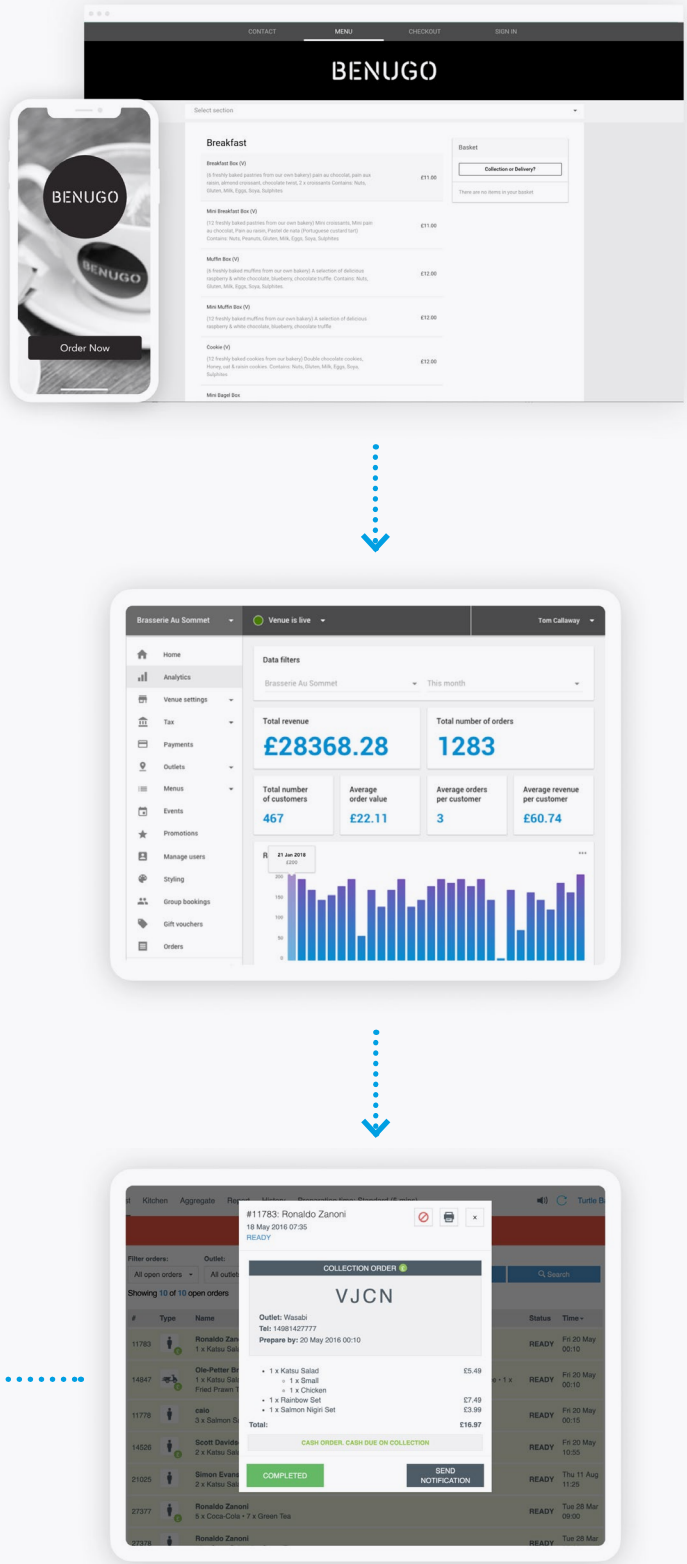
In-depth information at your fingertips

- Live revenue metrics across all sites
- Customer data, order history and spending habits
- Customisable reports
- Stock management
- Filter and export tables

Management dashboard

Have total control over your products

- Manage everything from cloud-based software
- Customise the look and style of your products
- Change settings with real-time effect
- Set up payment methods
- Manage multiple sites at once from the Global Dashboard



1 Customer places order

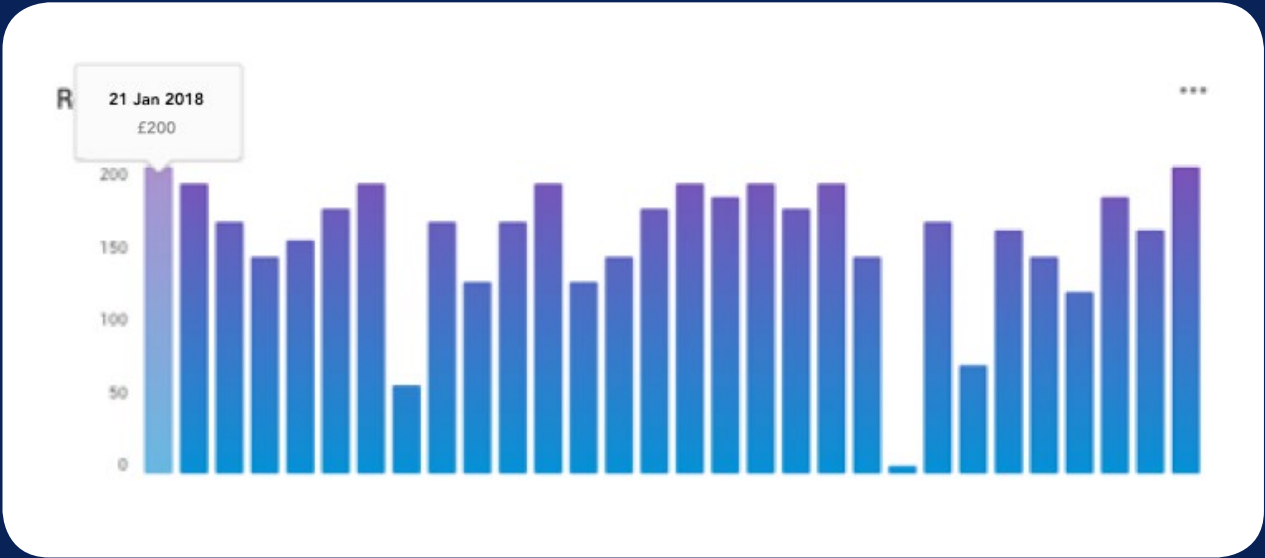
2 Order received, prepared and waiting

3 Data received for loyalty and remarketing

The power of analytics

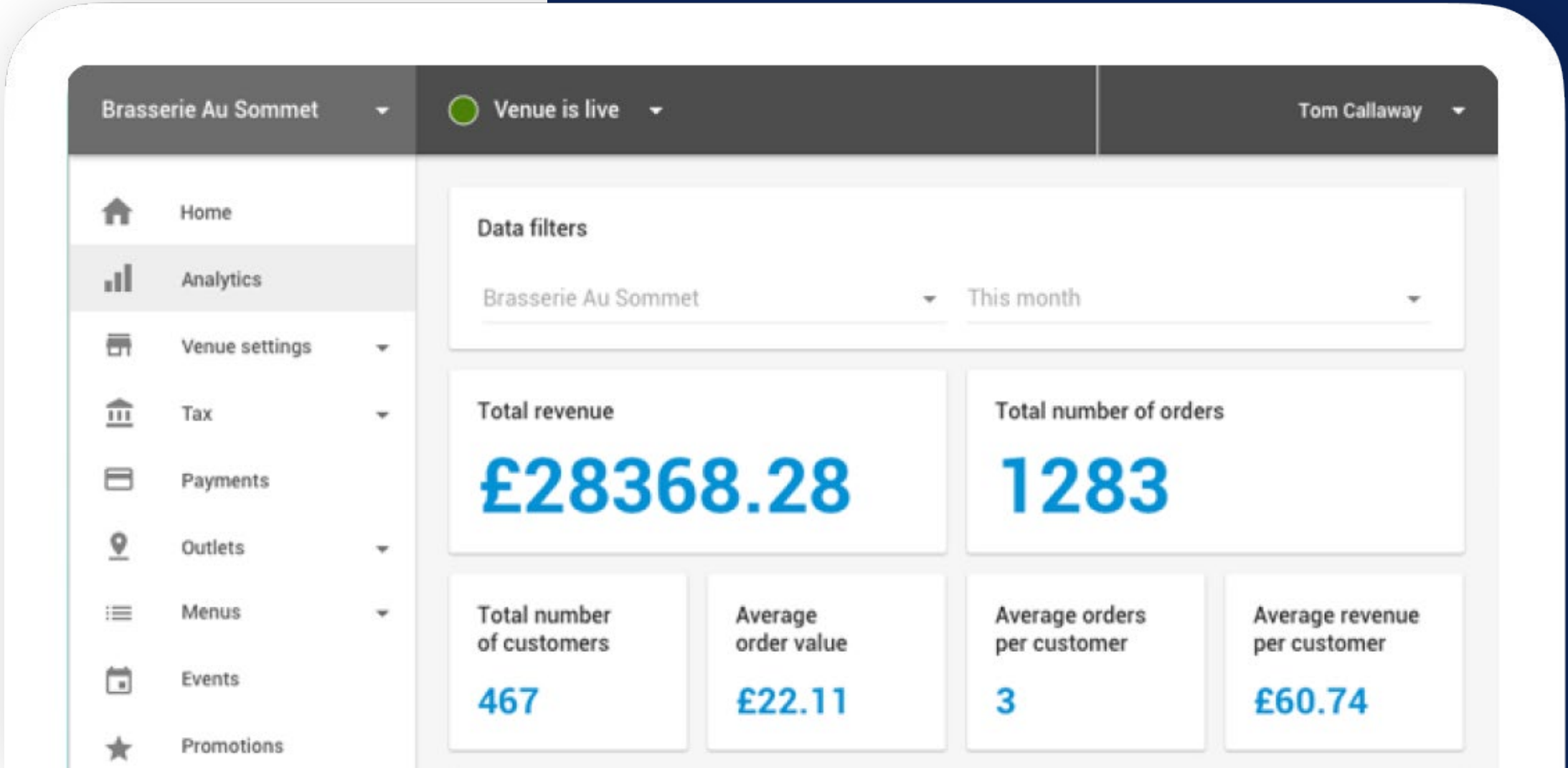
Preoday provides complete, unimpeded access to customer analytics, because your customers are yours, no-one else's. This is where we differ from technology providers and aggregators (such as Just Eat) that stand between the end customer and the client.

Analytics are the key to success in a competitive market; data helps you win, retain and satisfy customers. The insights data provides help you optimise marketing campaigns and 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.



Preoday customer analytics provide in-depth information at your fingertips including:

- ✓ Live revenue metrics
- ✓ Customisable reports
- ✓ Stock management
- ✓ Filter and export tables
- ✓ Customer data, order history and spending habits





Fishnchickn

UK fish and chip chain wanting to increase order value through digital ordering:

TCG introduced Preoday's mobile and online ordering system initially to four fishnchickn sites (Billericay, Harlow, Knares and South Woodham Ferrers) in August 2018 to help improve its customers' experiences and to provide it with a competitive edge in the marketplace. The company had seen previous success when TCG introduced digital ordering to its Churchills sites in 2016, proving that its multichannel customers are worth twice as much as those using a single channel.

Like Churchills, the results for fishnchickn have been excellent:

- Mobile and online ordering now account for 13% of sales; this is rising month on month
- The ease of exploring a digital menu has led to customers placing additional products in their online basket making the average order value 122% higher than walk-in takeaway purchases
- 5,770 orders have been made since launching click and collect
- A Web Wednesday email promotion achieved a marketing ROI of 28:1 and of the 201 people who have texted Fish to 66777 since the campaign started on 17th December, 99 of them have since placed an order giving an SMS order conversion rate of around 50% and at a per SMS cost of 4p.

fishnchickn®
One taste and you'll be hooked...

Digital ordering, powered by **preoday**

Rhubarb and Royal Albert Hall

Catering provider looking to increase orders at world-renowned music venue

Since 2011, premium caterer rhubarb has provided all food and drink at the Royal Albert Hall. Despite having numerous bars and ordering points available to guests, refreshment queues grow during performance intervals, creating bottlenecks for service.

In 2018 rhubarb was looking to supplement its existing web order system with a mobile app ordering system that would also offer the flexibility to offer any new services it wanted to launch.

The service introduced at the beginning of October 2018 replaced the existing system and allows box ticket holders the opportunity to order food and drink to their box up to 48 hours before a performance via the digital service (through the mobile app or online).

The takings have remained very positive since Preoday was implemented. In the first three months that the Preoday platform launched (October – December 2018) rhubarb observed an average order value increase of almost 60% compared to the previous three months using the old online ordering service.

Staff have been positive about the new system as it is easy to use and quick to update. It needed a solution which enabled the staff to do their job quicker and more efficiently, and Preoday has provided that.

Audiences love the service. Day to day audience use sits at around 8% of all audience members, but depending on the right show, this can increase to up to 60%.

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rhubarb



Aviva Stadium

Internationally-renowned rugby stadium wanting to deliver a great fan experience:

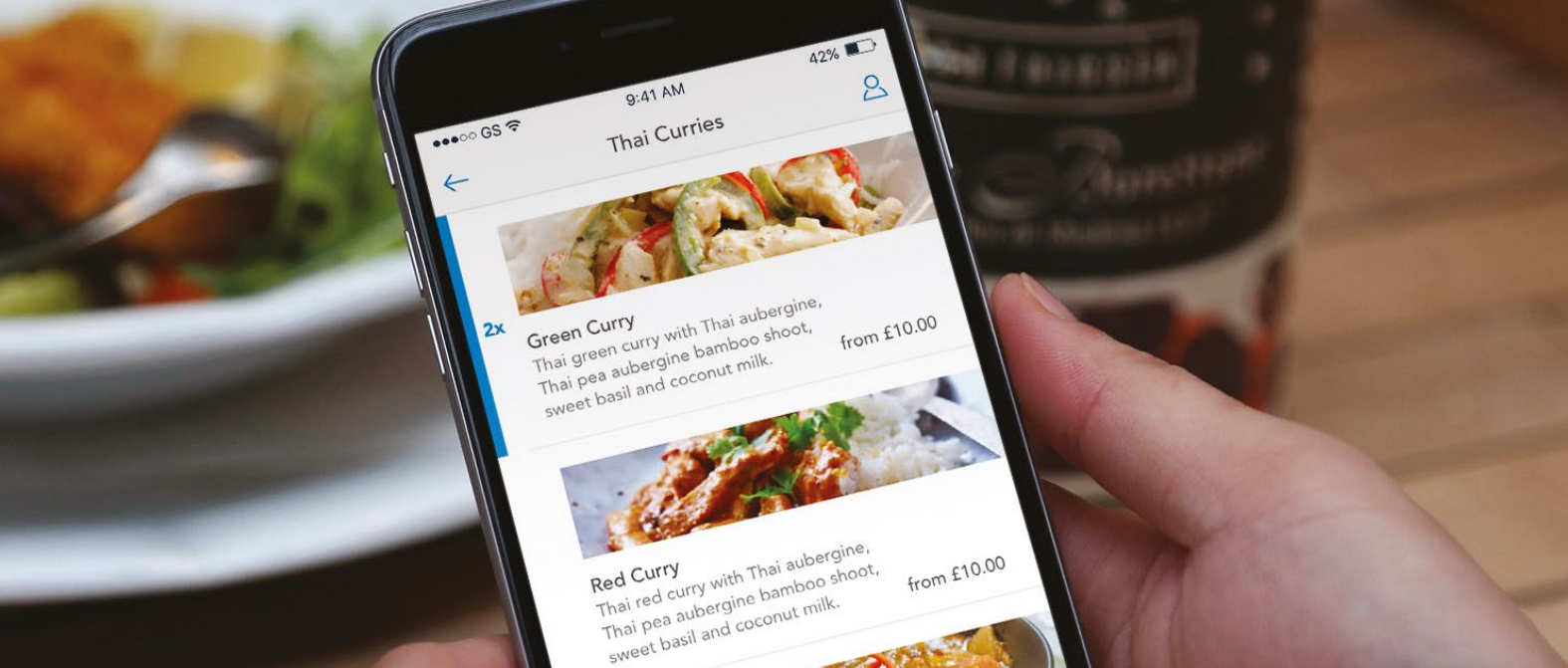
Aviva Stadium had two key goals in mind when looking to offer its new ordering service. First, it wanted to enhance the customer service offer. Second, it wanted the service to start out as an exclusive incentive for venue's 10,000 season ticket holders. As with any stadium or large venue, its greatest challenge was to serve patrons within the time that there is a break in play. For the Aviva Stadium, this break lasts 15 minutes and is when 60% of the day's total food and drink sales are made.

Each season the stadium has seen order numbers, and order values steadily increase and in 2018 the use of the app saw particularly strong growth, increasing revenue by 62.5% and orders by 64.8%

from 2017. This was fuelled by an overall increase in customer numbers of 58% from 2017 to 2018. Many new customers used the platform for the first time in 2018, but 36% were returning customers from 2017, showing the continuing popularity of the app.

Rapid Q has been downloaded over 10,000 times and in 2018 the team saw customers ordering again and again, with on average, 2.3 orders per customer. To date, one customer has placed an amazing 58 orders through it and 30 customers have ordered 10 times or more! In 2018, 5% of sales revenue was brought in by the RapidQ app at locations where RapidQ is available





Not sure how to market your online and mobile ordering platform?

Preoday's professional marketing consultants prepare you for launch, offering tailored guidance and assistance in the development of advertising and marketing collateral.

We can help introduce your new ordering service to your customers with a bang, so that they start using it right away. However big or small your launch, we can help make it a success.

We then provide ongoing marketing support so that your customers continue to use and benefit from your ordering service.



Why Preoday?

Preoday is relied upon by leading restaurants, stadiums, theatre and event venues across the UK, Europe and North America.

With our industry expertise and our experience of working with a variety of clients, from coffee shops and restaurant chains to national theatres and corporate caterers, in multiple environments, we can provide useful insights into operational delivery to ensure seamless service from day one.

There is a revolution happening in the hospitality, food and events industries as technology becomes entwined with the lives of consumers. We are leading the revolution on behalf of businesses, advising and supporting them as they adopt the technologies that will make a difference to customers and their bottom line.

With the data our technology platform gathers, businesses gain valuable insights into how customers really behave and are able to make better business decisions, improving their marketing strategy and enhancing customer loyalty.

We are constantly growing and adapting with market trends; plans are underway to adapt this platform for new markets.

What makes Preoday different?

- ✓ **We are business-to-business:**
The solution uses our clients' brands and we don't get between them and their customers
- ✓ **We are technology experts:**
So our clients can focus on building their business
- ✓ **We have breadth:**
We cater for the whole of the hospitality industry and beyond, while having deep insight into and proven expertise in the different areas of the market
- ✓ **We are flexible:**
Our solution operates independently or integrates with a range of EPoS, CRM and loyalty systems
- ✓ **We are scalable:**
Our technology will grow with our clients, however big they grow