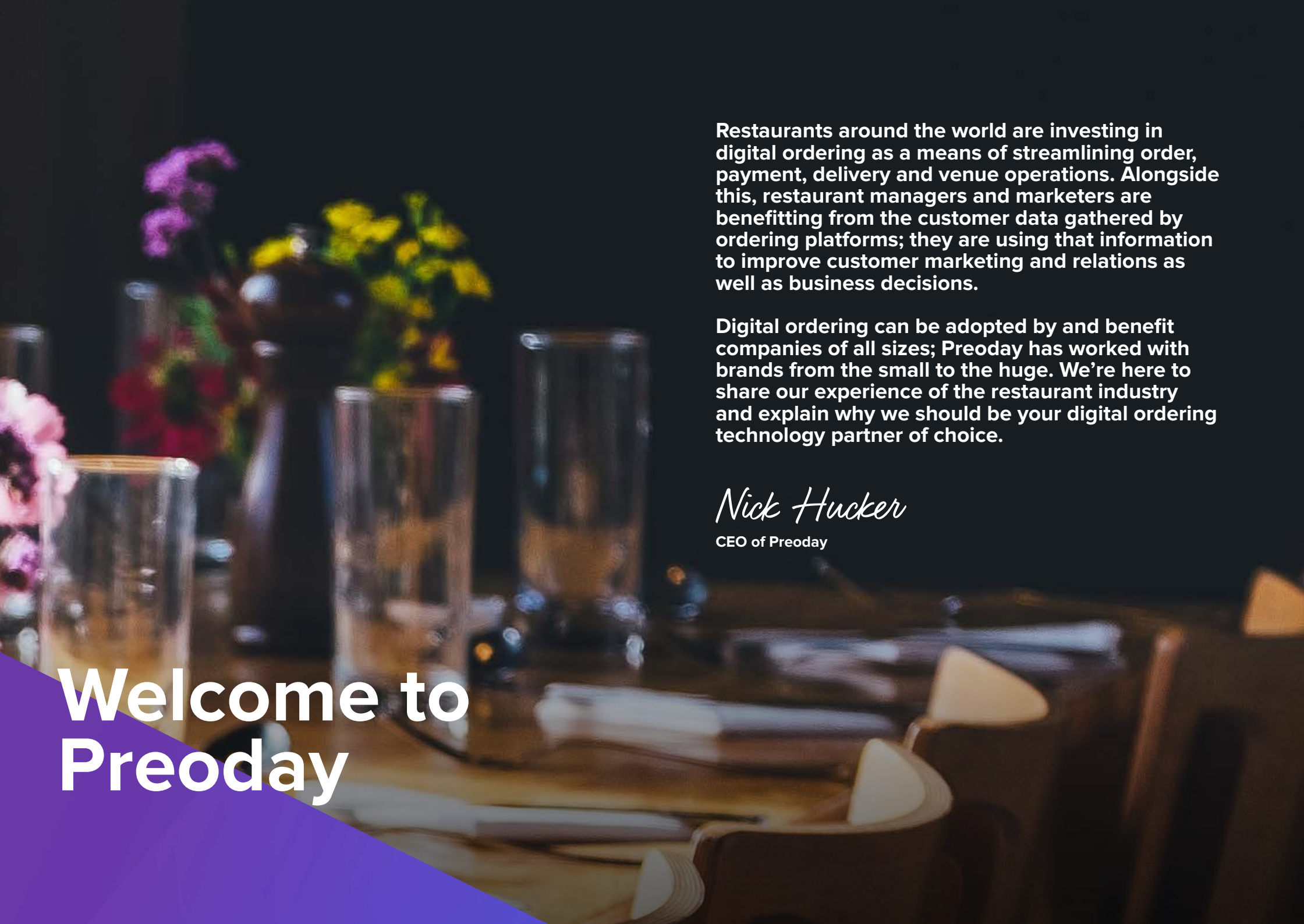


Grow your restaurant's revenue and delight your customers



Digital ordering,
powered by
preoday



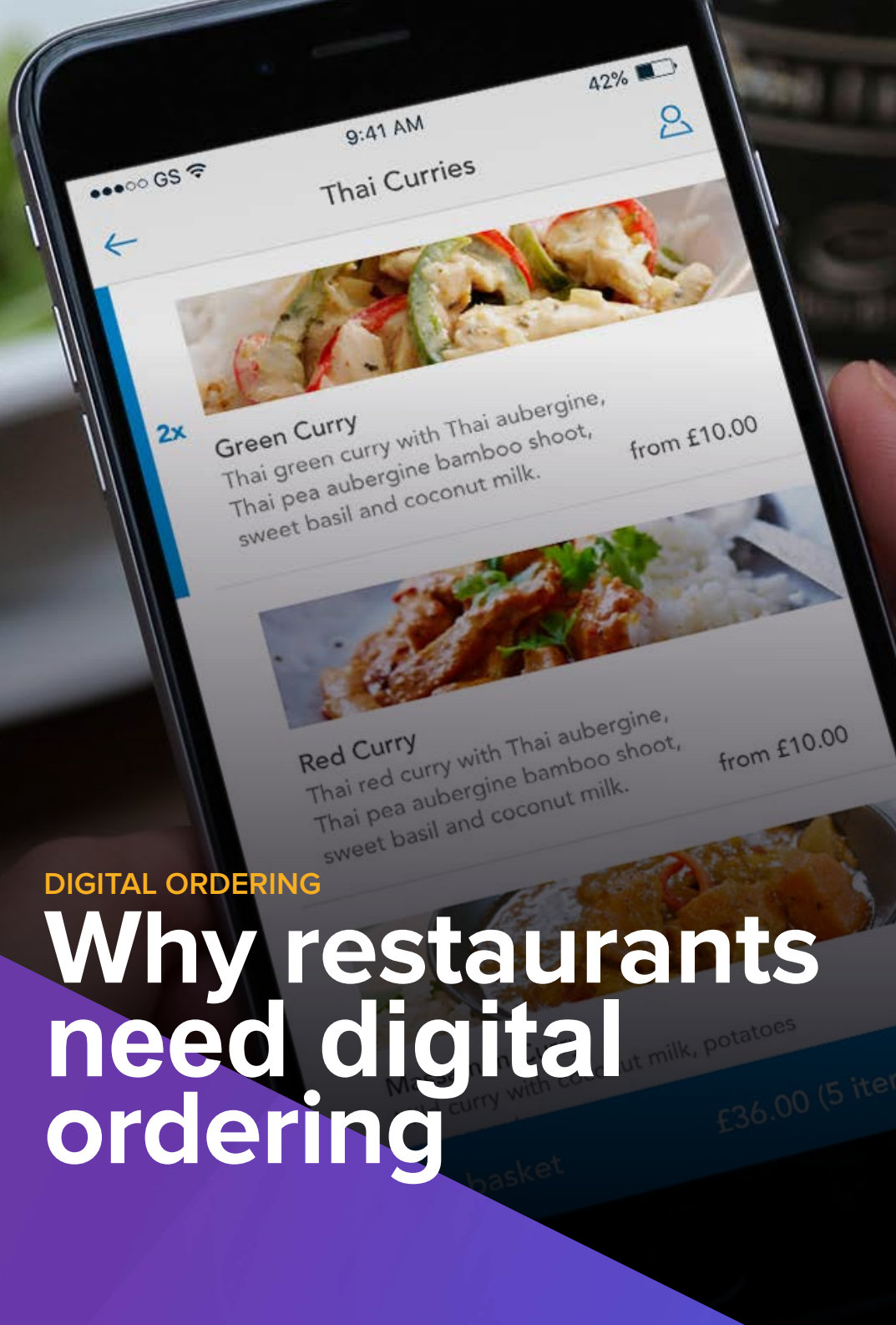
Restaurants around the world are investing in digital ordering as a means of streamlining order, payment, delivery and venue operations. Alongside this, restaurant managers and marketers are benefitting from the customer data gathered by ordering platforms; they are using that information to improve customer marketing and relations as well as business decisions.

Digital ordering can be adopted by and benefit companies of all sizes; Preoday has worked with brands from the small to the huge. We're here to share our experience of the restaurant industry and explain why we should be your digital ordering technology partner of choice.

Nick Huckler

CEO of Preoday

**Welcome to
Preoday**



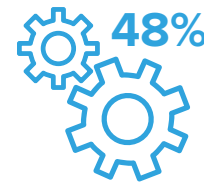
DIGITAL ORDERING

Why restaurants need digital ordering



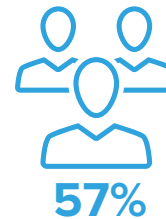
Discover new sources of revenue

40% of people prefer to order online, and when they do, they spend more than when placing an order in-person. ([Deloitte](#))



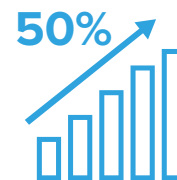
Streamline operations to improve productivity

48% of hospitality and catering operators believe that offering the ability to pay using a mobile app, kiosk or iPad to reduce queues will improve operational efficiencies. ([Omnicore](#))



Withstand the competition and keep your customers

It is believed **57%** of medium-sized businesses are already using business intelligence and analytics, if you're not, you're at a distinct disadvantage. ([SMB Group](#))



Take advantage of the trend and don't get left behind

The use of digital technologies at restaurants is rapidly growing. Restaurant visits paid by mobile app increased by **50%** over the last year. ([The NPD Group](#))



DIGITAL ORDERING

Consumers are demanding technology



App-related restaurant visits are growing fast

App visits account for 146m visits a year and are set to make up for 28% of the total eating out market growth over the next two years, reaching almost 200m visits a year by 2019. ([The NPD Group](#))



Consumers want to be able to use their phones

Mobile has been a driving force for many industries, unsurprisingly as close to 90% of consumers view their phones within an hour of waking up, with roughly 80% doing the same within an hour of going to sleep. ([Deloitte's Global Mobile Consumer Survey](#))



Consumers are demanding a variety of ways to pay

90% of consumers say it is important for businesses to offer a diverse range of payment methods. ([Sage Pay 2017 Payments Landscape Report](#))



Some of our clients



Global technology partners

 worldpay *ticketmaster*[®]

Integration partners

 Counter Solutions

stripe

 TISSSL

KOBAS

 ICRTOUCH
ENHANCE YOUR BUSINESS

 centegra
innovation that counts

Datasym

WRS SYSTEMS

ForPOS

como[™]

**On
the
dot**

pepper

 ORDERLORD

**Retail
Solutions** 

Moneris 



**What our
clients say**

The Frying Squad

“We have big ambitions at The Frying Squad and look forward to seeing how customers adopt our new digital ordering service; we have no doubt that they’ll take to it quickly. Preoday is the ideal technology partner for us, we love that the platform is white-label and are particularly happy that it integrates with our existing Kobas EPoS system. It’s making the whole process wonderfully smooth and simple.

Michael Neill,
Managing Director, The Frying Squad

Kun Sing

“We understand the importance of customer data and the need to build a good, strong relationship with customers in order to retain their loyalty. That’s why we were keen to adopt a technology platform that gave us access to such information. Preoday meets all of the technology criteria we had in mind, with the added benefit that it integrates perfectly with our existing EPoS system.”

Yee Lew,
Owner, Kun Sing



Red Naga

“As many restaurant owners and managers know, when you first launch a business, a lot of effort is required to bring in the first customers. It would have been so easy to join others and sign-up to Just Eat. We wouldn’t do it though; Just Eat charges far too much to small businesses like mine. We wanted our own solution, one that let us keep our profits and which served our customers better. Preoday is exactly what we needed, the platform fits around our brand, it doesn’t charge us commission and we believe we’ve now got a mobile platform better than the one Just Eat would have given us.”

Maher Ali,
Owner, Red Naga

Maroush

“Maroush already has a strong following with Just Eat and Deliveroo, so it made sense that our loyal customers could order with us online directly. It was the flexibility of Preoday’s platform and their commission-free formula that made them the obvious choice.”

Bassel Al-Ghouch,
Head of Operations & Business Development, Maroush





Our client successes

Get the inside scoop on how our technology has helped our clients

Case study:

London Asian restaurant

Challenge

ULI wanted to build in a strong digital element to its brand, making it possible for customers to order their food for delivery or collection without relying on third party aggregators. These they avoided for a number of reasons. First, they were rightly reluctant to pay the high commission rates associated with the services, and second, they were wary of long pay lead times.

Above this, they didn't feel a third-party aggregator could fit into the restaurant's brand and represent the beginning-to-end luxury experience ULI wanted to give its customers. A final but vital requirement for ULI was having access to customer data. Being a high-end, local restaurant, customer relationships are critical for its business.

ULI understands that user data allows its team to enhance loyal relationships, monitor lead and delivery-times and interact with customers in a personal way, rather than including them in a mass-marketing operation.

Implementation

When ULI first found Preoday, it wasn't just the customer benefits it found attractive, but also the sturdy, failsafe technology on offer. Wanting a solution that could work seamlessly with its existing systems, it was impressed when it found the platform could integrate with the company's TISSL EPoS technology, effectively letting customers 'self-serve' from a remote location.

In the Preoday platform, ULI saw an opportunity to open a gateway to a new and different generation of customers, thereby accessing fresh revenue streams. And, because the restaurant places a strong emphasis on customer marketing, it knew that using analytics to see the impact of its efforts would allow it to hone its strategy.

Results

ULI describes Preoday as an operations conduit, linking its kitchen and back office, to the front end, where food is delivered by the restaurant's bikers to its satisfied customers. Since launch, digital orders have flowed through the platform and the team notes that the service has introduced the restaurant to new customers; people that sample ULI's food using the ordering portal have frequently gone on to visit the restaurant in person. With average orders floating around the £40-£50 mark, but some reaching as much as £200, the potential and future revenue from fresh customers is impressive.

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“Despite the rise of online ordering and delivery, we know that people want to continue having human experiences and interacting with staff at their favourite eateries. We also know that many restaurants, offering delivery through third parties, have to inflate their prices to make up for the shortfall caused by high commission rates. This means their loyal customers are paying a premium for convenience.

When launching our ordering service we were determined not to do that to ours. Using Preoday meant we didn't have to. The platform allows us to streamline ordering for customers and our team while safeguarding the premium and personal service we are known for.”

Graham Rebak,
ULI, Managing Director

The Preoday platform has also enabled ULI to maintain the premium branding it sought when adopting an ordering technology. The restaurant retains complete control over its identity and its service is seen by customers as a quality option for collection, takeaway and delivery.



Case study:

Norwegian burger chain

Challenge

The Shack is a popular Norwegian burger chain. However, the popularity of the burgers led to long queues and waiting times for takeaway – sometimes up to 60 minutes.

This of course led to low customer satisfaction and missed sales. Aside from dissatisfied customers, the company was also aware that it did not know who its customers were or their ordering habits.

Solution

The Shack selected Preoday's mobile and online ordering system to help improve customer satisfaction and learn more about their behaviour. The white label app and online ordering system was integrated into The Shack's existing app, providing customers with the opportunity to order ahead and skip the queue, picking up their food when ready. By using Preoday's analytics, The Shack also has a better understanding of its customers' behaviour and is creating bespoke promotions, marketing and loyalty discounts for them.

The Shack has been using Preoday since 2016 and is looking to expand the chain across the country, using Preoday's ordering technology.

Results

Mobile and online ordering now account for 30% of The Shack's sales with average order value 58% higher via Preoday than in-restaurant purchases. This is due to the opportunities for cross-selling within the app and also the ease of use. Critically, the average waiting time between ordering and collecting food for takeaway has been reduced dramatically from 60 minutes to 20 minutes, which has helped significantly improve customer satisfaction.

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“We were looking for an ordering platform to embed within our app and EPOS, and Preoday's API was the most flexible, as well as supportive of multi-outlet and multi-lingual businesses – making it the obvious fit for our requirements.

Their dashboard and order screen has been very easy to use, and we are pleased that it is updated with new features regularly, such as the promotions offer, which we are very excited to implement.”

By Gunnar Ellingsen,
Co-Owner of The Shack





Why you should work with Preoday



We have proven global experience:

Preoday already works with a range of food and drink businesses around the world, in a multitude of settings.



We can easily integrate with your existing technology:

The platform has an open API and we have already integrated with a range of payment providers, loyalty, hospitality management and delivery companies.



We can scale and adapt to your needs:

The technology is flexible and has already been adapted to a range of scenarios such as click and collect, fridge delivery or home delivery.



You can have faith in our technology:

The platform complies to PCI DSS and GDPR regulatory requirements, is resilient, durable and secure.



We help you engage better with customers:

Our push notifications and promotions functionality mean you can interact with customers on the basis of trends in data.



We can work with you around the world:

The platform is multilingual, multi-currency and can easily adapt to local regulations such as tax. Preoday's support team is on call seven days a week and is based internationally.



We make sure your offering is always best-in-class:

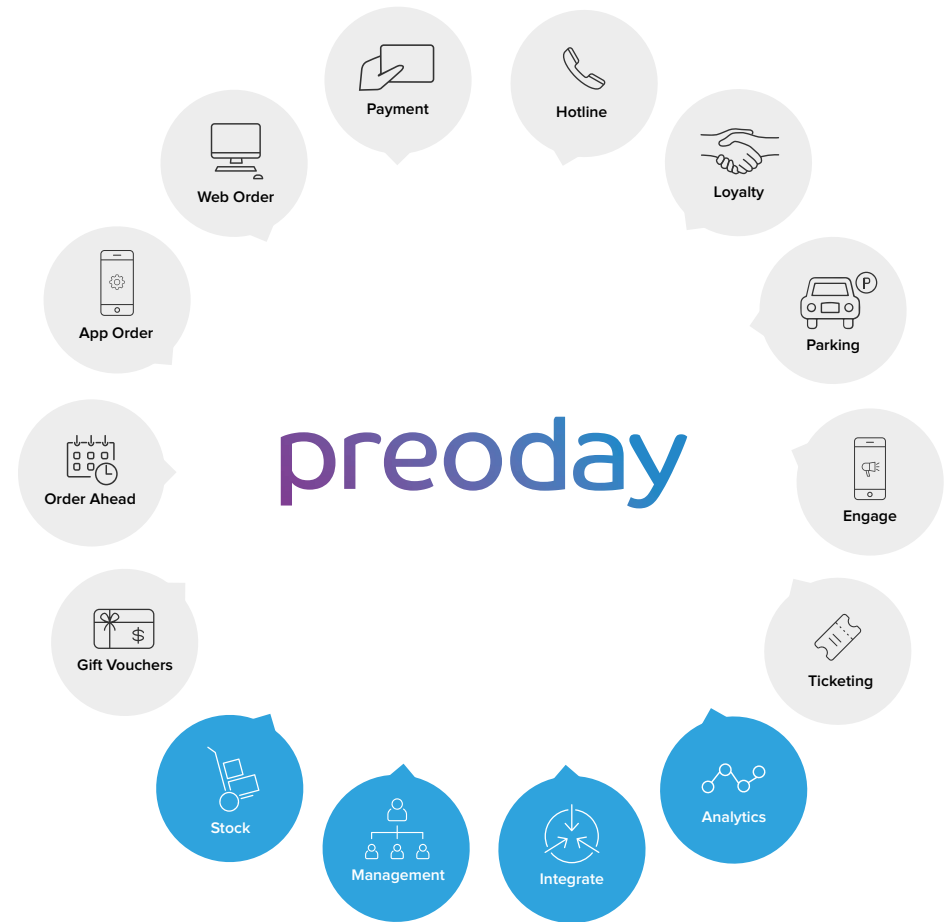
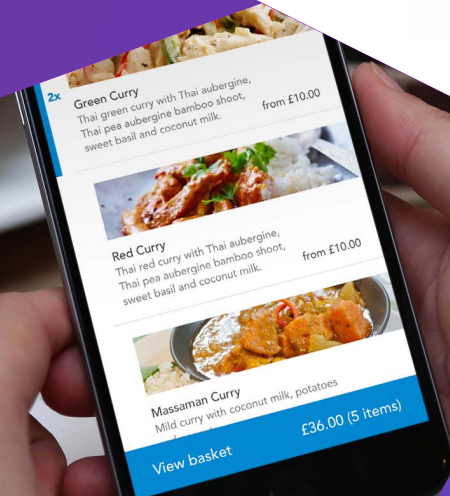
We update the platform every two weeks for all clients and it is constantly evolving according to our strategic roadmap.

About Preoday

Preoday is a robust digital ordering platform that helps food and retail businesses around the world open new revenue streams and improve relationships with customers. Preoday enables businesses to offer branded online and pre-ordering facilities to customers purchasing food, drink and merchandise.

It provides a white-label service to businesses ranging from restaurants and cafes to corporate caterers, theatres and stadiums. Preoday works both directly with businesses and partners including resellers, technology providers and ticketing agencies.

www.preoday.com



Digital ordering,
powered by

preoday

Want to know more? preoday.com