

Manager Guide to

VROMO



Introduction

VROMO is the only delivery management software solution tailored for the restaurant and food industry. VROMO's foundation is our customisable and intuitive dispatch technology; manage your deliveries and drivers seamlessly from our accessible cloud based system.

At VROMO, we believe that every delivery creates a unique and valuable marketing opportunity with an already engaged customer. Utilising VROMO's custom SMS and tracking link campaigns you can promote further customer engagement, maximising consumers relationships with your store.

VROMO's dispatch technology paired with campaigns will create endless opportunities for your store to streamline delivery operations and attract and retain more customers.





VROMO Features & Benefits

Today we will take you through the following features & their benefits to your store;

- » Account Options
- » Dashboard Summary
- » Dispatch View
- » Sites
- » Teams
- » Campaigns
- » Auto-Dispatch
- » Reports
- » Planning Page

We will finish with some FAQs

Account Options

The screenshot displays the VROMO dashboard interface. At the top right, the user's profile is shown as 'Burger Co Kevin Roche' with a red 'Admin' badge. A dropdown menu is open, listing the following options: 'Role' (set to 'Burger Co (Admin)'), 'Integrations', 'Account Settings', 'Help and Support', and 'Logout'. The dashboard itself features several key metrics: 'Live Stats' with 42 Jobs Underway, 3 Jobs at Risk, and 5 Unassigned Jobs; 'Past 24 Hours' with 1249 Jobs Completed, 10 Jobs Cancelled, and 992 Tracking Link Clicks; a 'Top Teams' table; and a 'Job Summary' area with a line graph showing activity over a 24-hour period.

Team Name	Jobs Completed
Burger Co - Phibsborough	101
Burger Co - Leixlip	71
Burger Co - Dundalk	68
Burger Co - Newtown	56
Burger Co - Bayside	56
Burger Co - Downtown	32

Clicking your profile name at the top right hand side of any page on VROMO will open this menu.

From account settings you can update your email, phone no & password etc. Help & Support allows access to our knowledge base & you can logout of your VROMO account here also.

Dashboard Summary

This tab shows an overview of live statistics & a performance snapshot from the past 24 hours







Live Stats

 26 Jobs Underway	 4 Jobs at Risk	 2 Unassigned Jobs	 61 Drivers Online
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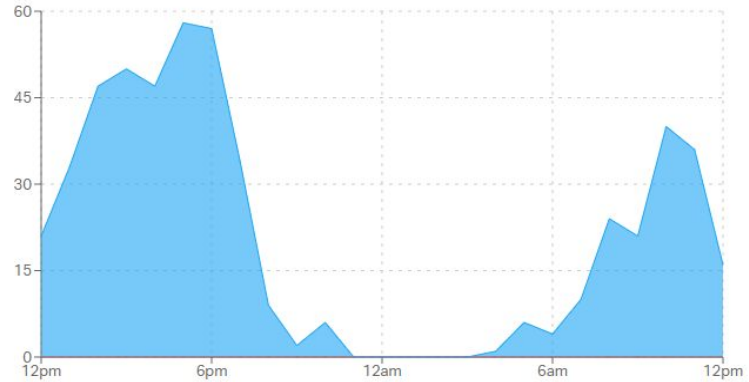
Past 24 Hours

 523 Jobs Completed	 0 Jobs Cancelled	 106 Tracking Link Clicks	 75% Completed On Time
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Top Teams

	Name	Jobs Completed
	Burger Co London	59
	Burger Co Dublin	50
	Burger Co Perth	50
	Burger Co New York	33
	Burger Co Dubai	32
	Burger Co Madrid	31

Job Summary



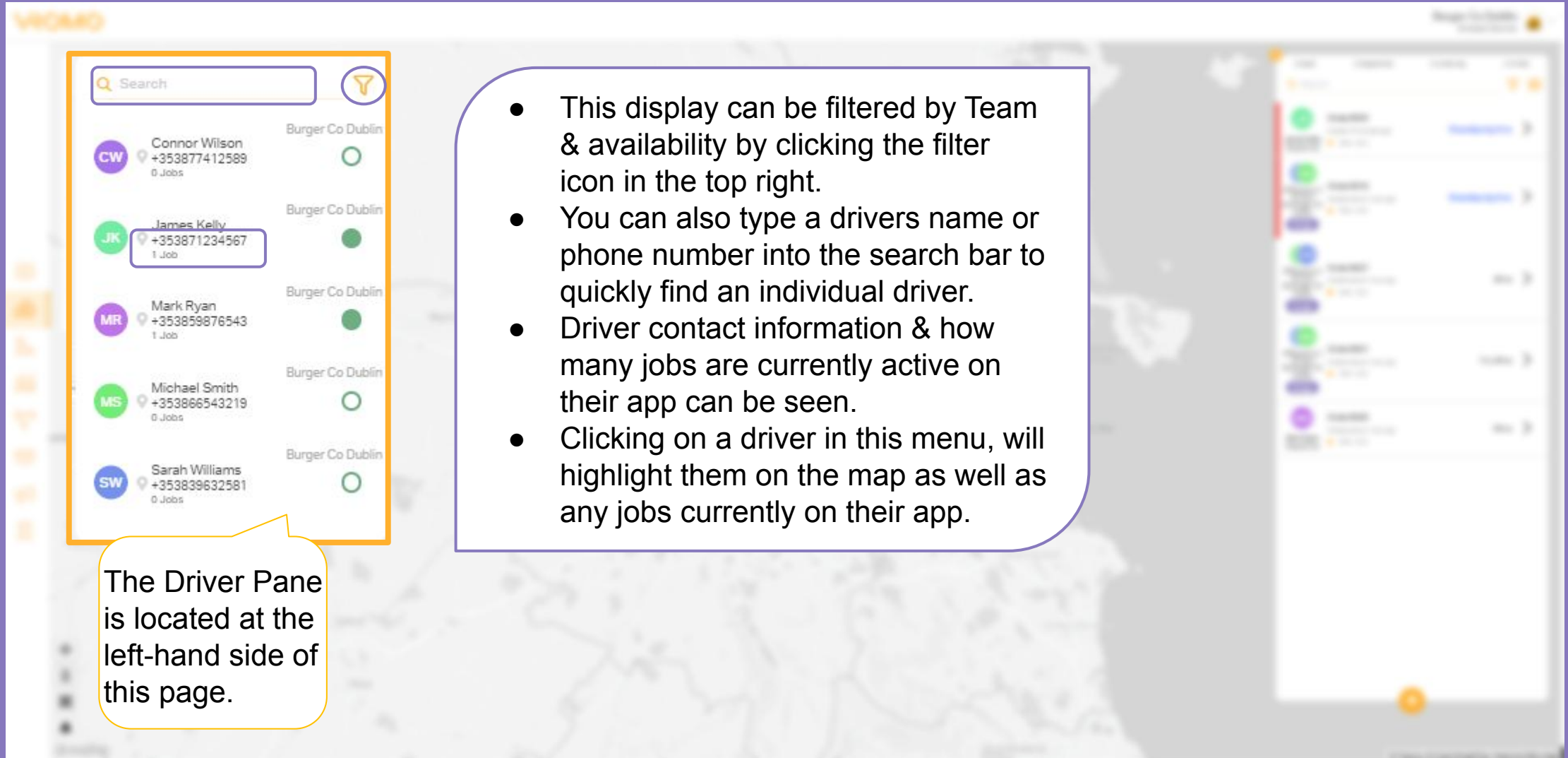
Dispatch View

This tab is a live view of available drivers & active jobs

The screenshot displays a dispatch view for Burger Co Dublin, managed by Sinead Devine. The interface is divided into several sections:

- Header:** Shows the company name "Burger Co Dublin" and the manager "Sinead Devine".
- Map:** A central map of Dublin showing the locations of drivers and jobs. Drivers are represented by colored circles (green for available, blue for active), and jobs are represented by house icons.
- Left Sidebar (Driver List):** Lists available drivers with their names, phone numbers, and status (e.g., "Available").
 - Connor Wilson (953877412589) - Available
 - James Kelly (953871234567) - Available
 - Mark Ryan (+353859876543) - Available
 - Michael Smith (+353866543219) - Available
 - Sarah Williams (+353839632581) - Available
- Right Sidebar (Job List):** Lists active jobs with their order IDs, driver names, and status (e.g., "Overdue by 6 m").
 - Order0045 (James Kelly) - Overdue by 6 m
 - Order0019 (Offered to 2 drivers) - Overdue by 6 m
 - Order0027 (Offered to 2 drivers) - 34 m
 - Order0031 (Offered to 2 drivers) - 1 h, 24 m
 - Order0029 (Mark Ryan) - 54 m
- Bottom:** A search bar and a "+" button to add more jobs.

Driver Pane



The screenshot shows the VROMO interface with a list of drivers on the left. The list includes:

Driver	Phone Number	Jobs	Status
Connor Wilson (CW)	+353877412589	0 Jobs	Offline
James Kelly (JK)	+353871234567	1 Job	Online
Mark Ryan (MR)	+353859876543	1 Job	Online
Michael Smith (MS)	+353866543219	0 Jobs	Offline
Sarah Williams (SW)	+353839632581	0 Jobs	Offline

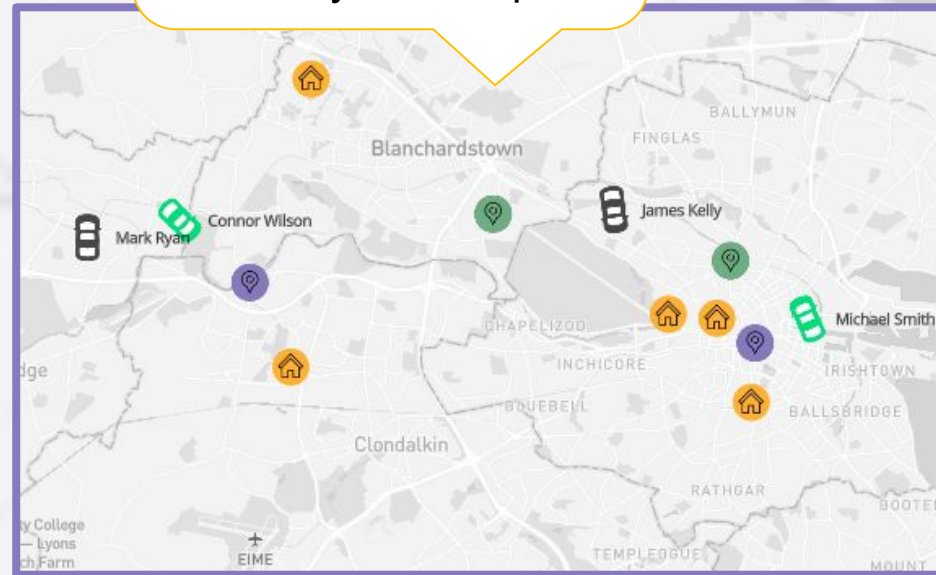
The Driver Pane is located at the left-hand side of this page.

- This display can be filtered by Team & availability by clicking the filter icon in the top right.
- You can also type a drivers name or phone number into the search bar to quickly find an individual driver.
- Driver contact information & how many jobs are currently active on their app can be seen.
- Clicking on a driver in this menu, will highlight them on the map as well as any jobs currently on their app.

Map Pane

- Purple & green pins indicate pick-ups / restaurants, yellow pins indicate customer addresses. Purple pins are pick-ups that do not have a driver assigned; Green pick-ups have a driver assigned.

The map, located in the center of the dispatch view, shows all live jobs on the system as pins.



- Each driver is represented by a car icon displaying their location. A green car indicates a driver that has no jobs on their app, a black car indicates a driver currently has jobs on their app.

Jobs Pane

- The Jobs Pane shows a list of all live jobs currently on the system. Details such as Driver, Creation Time, Order Number etc are displayed.
- Inputting any information, such as customer name, site name, order ID etc, into the search bar at the top of the driver pane is useful to find a specific job(s).
- Jobs can be filtered by teams, drivers, sites, auto-dispatchers, job status & risk level using the filter icon at the top right hand side of the pane.
- To change the jobs to a condensed list view click the table button to the right of the filter button.
- To create a brand-new job manually, press the yellow + button at the bottom of the pane.

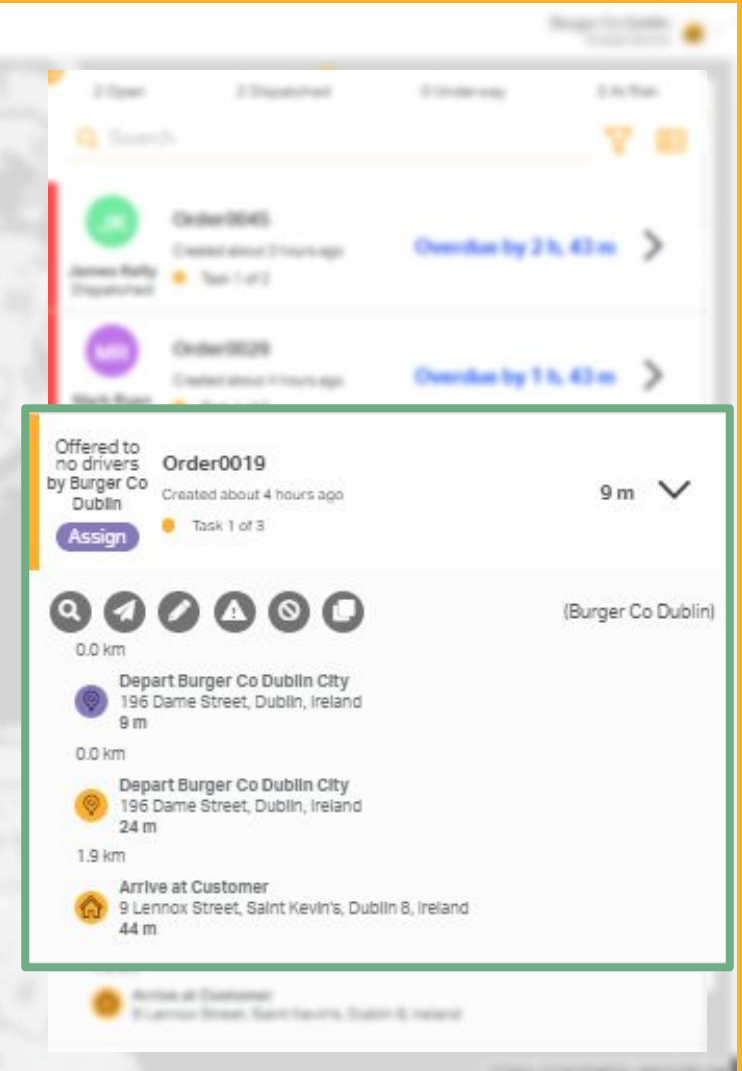
The screenshot displays the VROMO Jobs Pane interface. At the top, there are status indicators: 3 Open, 2 Dispatched, 0 Underway, and 2 At Risk. Below this is a search bar and a filter icon. The main area shows a list of jobs:

- JK** Order0045: Created 14 minutes ago, Overdue by 4 m. Driver: James Kelly (Dispatched). Task 1 of 2.
- MS** Order0019: Created about 1 hour ago, Overdue by 4 m. Offered to 2 drivers by Burger Co Dublin. Task 1 of 2. Assign button.
- SW** Order0027: Created about 1 hour ago, 36 m. Offered to 2 drivers by Burger Co Dublin. Task 1 of 2. Assign button.
- MS** Order0031: Created about 1 hour ago, 1 h, 26 m. Offered to 2 drivers by Burger Co Dublin. Task 1 of 2. Assign button.

A yellow + button is visible at the bottom right of the pane.

Job Details

- Each job can be expanded to show more details about the tasks involved, to do this click the arrow to the right of the job you wish to expand. Here, you can see the countdown to deadline for each task with an assigned deadline.
- You can see which team the job is associated with, the addresses for each individual task & the distances in between.
- There are 6 grey buttons, from left to right they are as follows: expand job details further, manually assign to a driver (can also be done from purple 'Assign' button at the top left hand side), edit job details, add an issue, cancel job, duplicate job.



Create a New Job

- The preference is for all jobs to be created via an API Integration.
- If you need to create a job manually, these are the options that will appear after pressing the create job button mentioned 2 slides ago.
- We would recommend using 'For a Restaurant / Site' where possible.

Create a New Job



For a Restaurant / Site

Quickly create a job with a restaurant / site pickup and dropoff



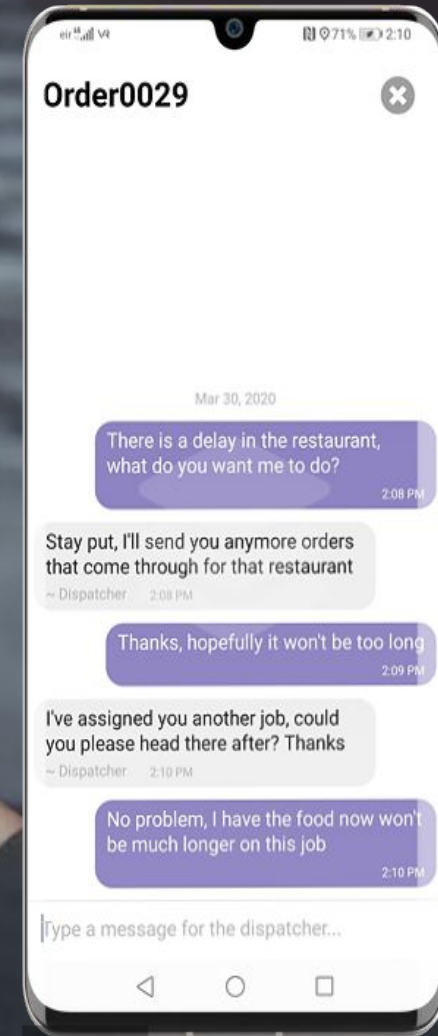
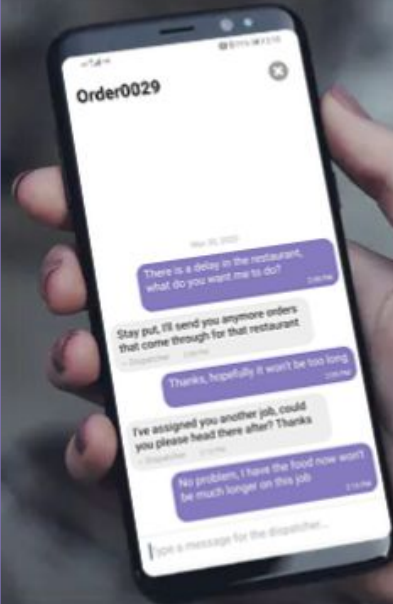
From Scratch

Build a job with custom tasks, metadata, and additional properties

Cancel

Driver Chat

- Once a message is sent from the store, the driver receives a notification, they can instantly see the message & reply to the store.
- Similarly, if a driver has an issue, they can initiate a chat by sending a message to the store who will see the dialogue box pop up on their screen with the order number of the job displayed at the top.
- All chats are recorded & visible in the Job History which is shown in later slides.



Sites

Name	Address	Group	Auto Dispatcher	Campaign	Job Request Form	Live View
Burger Co Castleknock	Ashleigh Centre, Castleknock Road, Northside, Dublin 15, Ireland	Burger Co Dublin		Burger Co Dublin		
Burger Co Dubai	Mall of the Emirates - Dubai - United Arab Emirates	Burger Co Dubai	Burger Co Dubai	Burger Co Dubai		
Burger Co Dublin City	196 Dame Street, Dublin, Ireland	Burger Co Dublin				
Burger Co Leixlip	27 Easton Park, Leixlip, County Kildare, Ireland	Burger Co Leixlip	Burger Co Leixlip	Burger Co Dublin 1		

- Sites is where VROMO stores all Pick-Up location data.
- Sites are created automatically from incoming jobs for the majority of integrations. Sites can also be manually created if needed.
- Each site can be associated with a team so jobs that come into a specific site will also be associated with that specific team.
- Sites can also be connected to auto-dispatch policies & campaigns allowing each restaurants driver & customer experience to be unique.
- The site name should be identifiable by restaurant name and location.
- Sites can be edited by clicking the Site Name.
- Sites include URL links you can share with individual restaurants to create jobs '[Job Request Form](#)' & to view their jobs '[Live View](#)'

Teams

VROMO Burger Co Sinead Devine

Teams

Burger Co

Edit Team New Team New Driver New Dashboard User

> Sub-teams

- + Burger Co Dubai
- + Burger Co New York
- + Burger Co London
- + Burger Co Perth
- + Burger Co Madrid
- + Burger Co Dublin

Burger Co

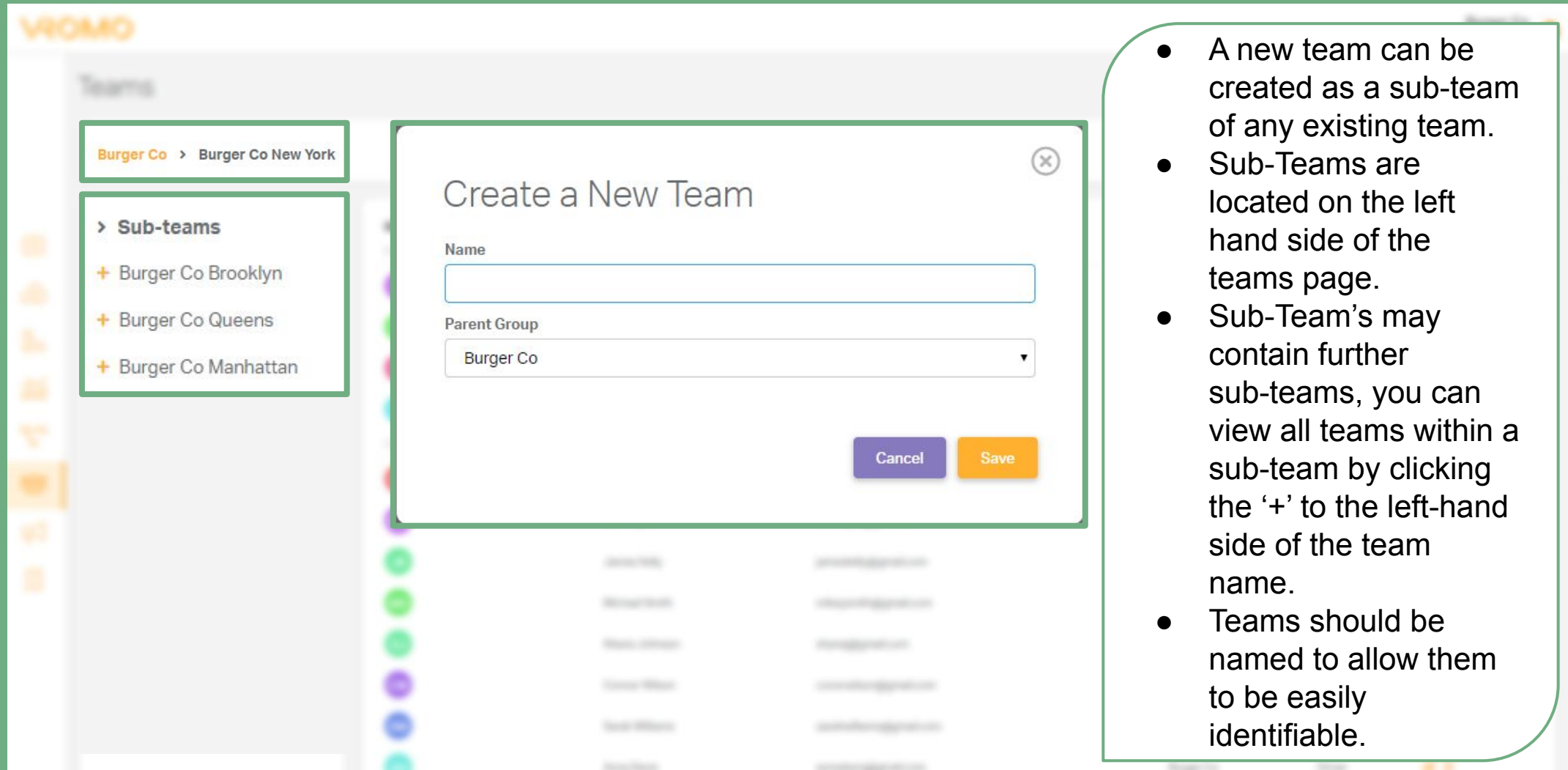
Dashboard User	Name	Email	Group	Role	Actions
	admin	admin@burgerco.io	Burger Co	Admin	
	headoffice	headoffice@burgerco.io	Burger Co	Admin	
	dispatch	dispatch@burgerco.io	Burger Co	User	
	clientrelations	clientrelations@burgerco.io	Burger Co	Client	

Drivers

- Teams is where all dashboard users, drivers & sub-teams can be found & created.
- Teams are managed using the four buttons in the top right;
- 'Edit Team' to change the name of the team you are currently viewing.
- 'New Team' to create a new sub-team, name it & assign it to a parent team
- 'New Driver' to add a driver to a team.
- 'New Dashboard User' to add a staff member to a team & allow them to access to VROMO.

AD Anna Davis annadavis@gmail.com Burger Co Driver

Teams

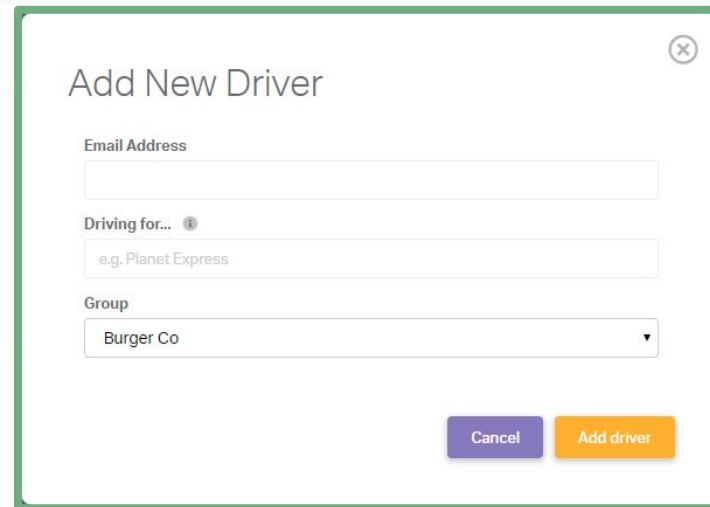


The screenshot displays the VROMO Teams management interface. On the left, a sidebar shows a breadcrumb path: **Burger Co** > **Burger Co New York**. Below this, a 'Sub-teams' section is expanded, listing three sub-teams: **Burger Co Brooklyn**, **Burger Co Queens**, and **Burger Co Manhattan**. A modal window titled 'Create a New Team' is open in the center. It contains a 'Name' text input field, a 'Parent Group' dropdown menu currently set to 'Burger Co', and two buttons at the bottom: 'Cancel' and 'Save'.

- A new team can be created as a sub-team of any existing team.
- Sub-Teams are located on the left hand side of the teams page.
- Sub-Team's may contain further sub-teams, you can view all teams within a sub-team by clicking the '+' to the left-hand side of the team name.
- Teams should be named to allow them to be easily identifiable.

Teams

- To add a driver you will need their email address, who they are driving for & the team you wish to add that driver to.
- 'Driving for' is the name shown to drivers when switching between different teams in the drivers app.

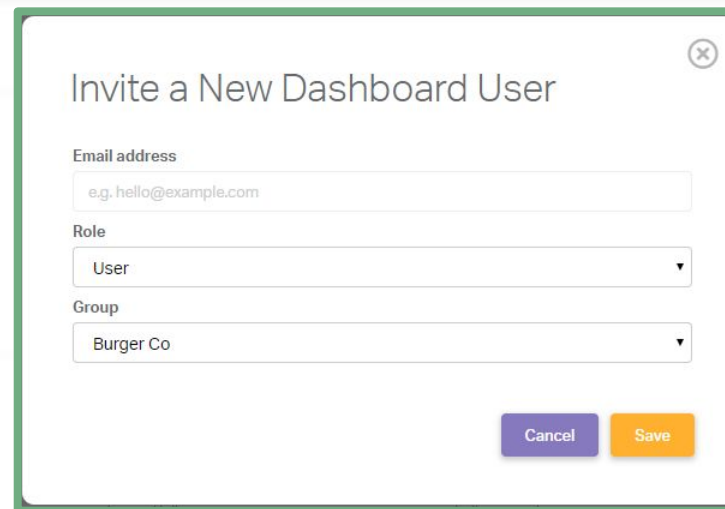


The screenshot shows a modal window titled "Add New Driver" with a close button (X) in the top right corner. It contains three input fields: "Email Address" (a text box), "Driving for..." (a text box with a help icon and the placeholder text "e.g. Planet Express"), and "Group" (a dropdown menu with "Burger Co" selected). At the bottom right of the form are two buttons: a purple "Cancel" button and an orange "Add driver" button.

- Once added, the driver will receive an email with a link to reset their password & download the drivers app. The email also includes a link to driver training videos and docs.
- Drivers must update their profiles themselves including their name & contact number.

Teams


- To add a new dashboard user you will need their email address, the role you would like them to have & the team you wish to add that user to.
- The 'Admin' role has access to everything from the team they are created on down in the hierarchy.
- The 'User' role only has access to the dispatch & planning pages, they can assign, create & cancel jobs.









The screenshot shows a modal window titled "Invite a New Dashboard User" with a close button in the top right corner. The form contains three input fields: "Email address" with the placeholder text "e.g. hello@example.com", "Role" with a dropdown menu currently showing "User", and "Group" with a dropdown menu currently showing "Burger Co". At the bottom right of the form are two buttons: a purple "Cancel" button and an orange "Save" button.

- The 'Client' role only has access to the dispatch screen & cannot interfere with any aspect of it, this is a view only user account.
- Once added, the dashboard user will receive an email with a link to reset their password. The email also includes a link to training videos and docs.
- Dashboard users can update their profile information themselves (see [Account Options](#)).

Campaigns


VROMO Burger Co Sinead Devine  [Add New Campaign](#)

Campaigns







Name	Google Analytics	SMS Template	Map Icon
Burger Co Dublin	None	Hi {{name}} thanks for ordering from Burger Co Dublin. You can track your order using the following link: {{link}}	
Burger Co Dubai	None	Hi {{name}} thanks for ordering from Burger Co Dubai. You can track your order using the following link: {{link}}	
Burger Co Madrid	None	Hola, {{name}}, gracias por hacer un pedido a Burger Co Madrid. Puede realizar un seguimiento de su pedido utilizando el siguiente enlace: {{link}}	
Burger Co Perth	None	Hi {{name}} thanks for ordering from Burger Co Perth. You can track your order using the following link: {{link}}	
Burger Co London	None	Hi {{name}} thanks for ordering from Burger Co London. You can track your order using the following link: {{link}}	
Burger Co New York	None	Hi {{name}} thanks for ordering from Burger Co New York. You can track your order using the following link: {{link}}	

- Campaigns allow you to create & manage custom SMS & tracking link content.

Auto Dispatch

VROMO Burger Co
Sinead Devine 

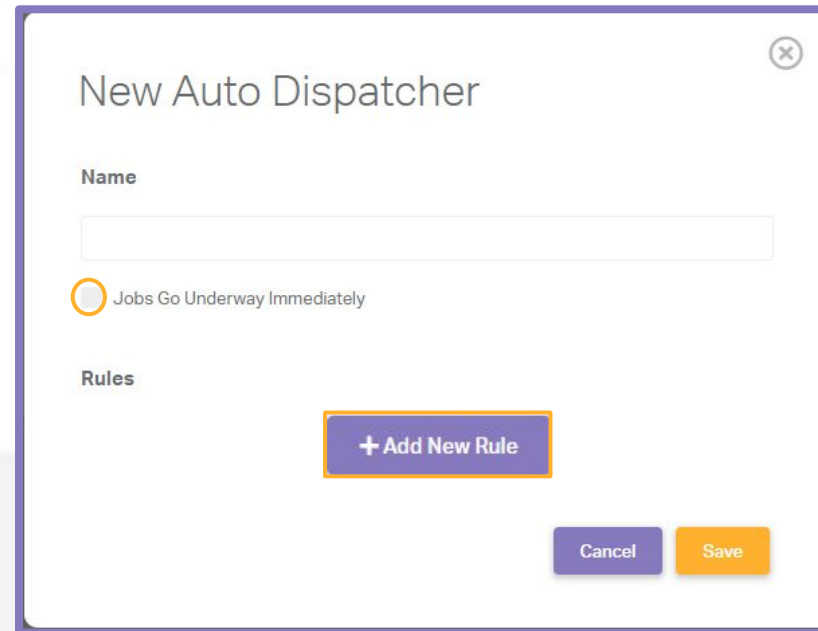
Auto Dispatchers Add New Auto Dispatcher

Name	Id	Rules
 Burger Co Dublin	365729942470913	3
 Burger Co Dubai	367161418727681	1
 Burger Co Perth	367162829652225	1
 Burger Co Madrid	367163065549057	1
 Burger Co New York	367163300249857	1
 Burger Co London	367163550318849	1

- Auto Dispatch is the automatic offering or dispatching of jobs to drivers who meet certain criteria, this feature allows admin users to define this criteria.
- Here you can see is a list of existing Auto Dispatch policies which you can delete or edit by clicking on the name of the Auto Dispatch policy.

Auto Dispatch

- The 'Add New Auto Dispatcher' button allows you to create a new auto dispatch policy and associate it to a team.
- Auto Dispatch policies should be easily identifiable by name, we recommend including the location to make it easier to assign an auto dispatch policy to Sites.



New Auto Dispatcher

Name

Jobs Go Underway Immediately

Rules

+ Add New Rule

Cancel Save

Add New Auto Dispatcher

- Ticking 'Jobs Go underway Immediately' button will automatically start jobs accepted by a driver under this policy.
- '+Add New Rule' allows you to set up rules/conditions for this auto dispatch policy.

Below is VROMO's recommended base rule for on-demand food delivery.

Offer

Jobs go
underway
immediately

Distance to job is
less than 5km

Time before
next deadline
is 25 minutes

Driver has
less than 3
jobs

Reports

VROMO

Burger Co
Sinead Devine

25th March 2020 - 1st April 2020

Job Report Job History Performance Reports Driver Report

Reports contain 4 different report types as seen above.

All reports can be filtered by date, job name, teams, drivers & more by using the filter icon to the right.

Report Filter

Date Range: 25 Mar 2020 → 01 Apr 2020

Job Name:

Job Status:

Teams:

Drivers:

Sites:

Auto Dispatchers:

Campaigns:



Job Report

The Job Report displays graphs including a heat map, the time distribution of jobs, number of jobs completed/cancelled & more.

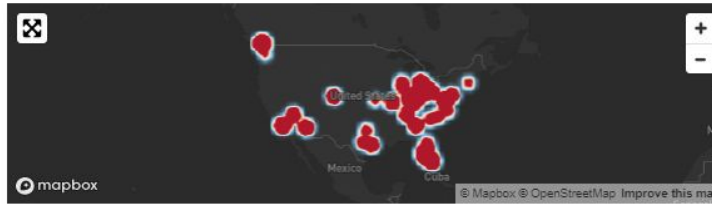
25th March 2020 - 1st April 2020

Job Report

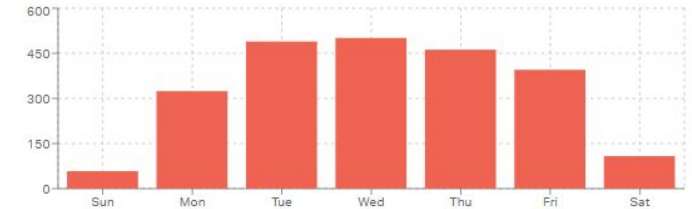
Quick Statistics

Total Jobs	3000
Jobs Completed	2337
Jobs Cancelled	663
Average Customer Rating	N/A

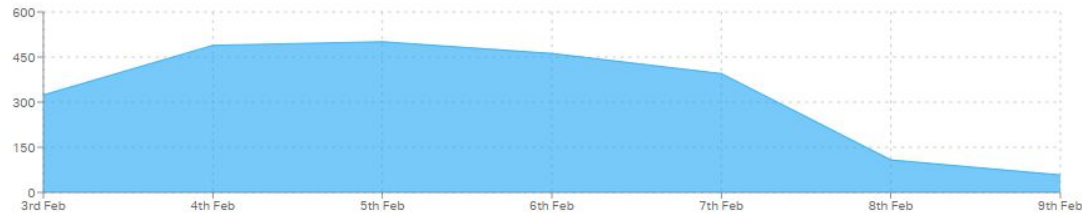
Location Distribution of Jobs



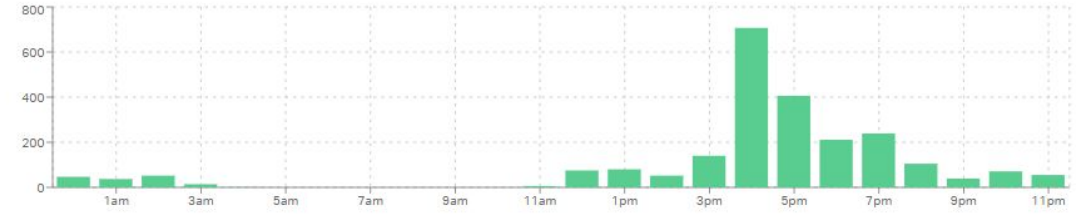
Day Distribution of Jobs



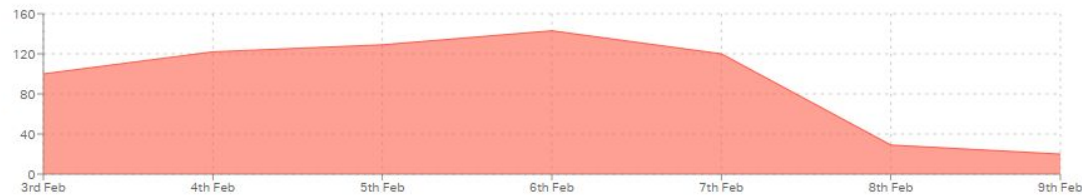
Jobs Completed



Hourly Distribution of Jobs



Jobs Cancelled



Job Cancellation Reason



Job History

Job History shows a list of completed & cancelled jobs as per the date range & all details associated to those jobs.

25th March 2020 - 1st April 2020



Job Report Job History

Job History

Export Job CSV

All job details can be exported to a CSV file by clicking 'Export Job CSV' button to the left. This is useful when creating with your own statistics/reports & analyzing the data in more detail.

Job Name	Contact Phone	Deliver By	Created	Started	Task 1 Deadline	Task 1 Completed	Task 2
Alan Hickey		ASAP	2020-03-23 14:39	2020-03-27 10:26		2020-03-27 10:26	
Alan Hickey		ASAP	2020-03-23 14:50	2020-03-26 14:24	2020-03-23 13:29	2020-03-26 14:24	
Alan Hickey		ASAP	2020-03-23 14:39	2020-03-23 14:40		2020-03-27 10:25	
John Smith	+3538725050...	ASAP	2020-03-31 19:46	2020-03-31 19:50	2020-03-31 19:45	2020-03-31 19:50	
Order 4473663	+3538793410...	ASAP	2020-03-26 13:29	2020-03-26 14:17	2020-03-26 14:30	2020-03-26 14:18	
Order001		ASAP	2020-03-27 12:11	2020-03-27 12:16		2020-03-27 12:16	
Order0011		ASAP	2020-03-27 12:19	2020-03-27 12:21		2020-03-27 12:21	
Order002		ASAP	2020-03-27 12:16	2020-03-27 12:20		2020-03-27 12:20	
Order002		ASAP	2020-03-27 12:12	2020-03-27 12:16		2020-03-27 12:16	
Order003		ASAP	2020-03-27 12:17	2020-03-27 12:21		2020-03-27 12:21	
Order003		ASAP	2020-03-27 12:13	2020-03-27 12:17		2020-03-27 12:17	
Order0031		ASAP	2020-03-30 09:49		2020-03-30 12:30		
Order004		ASAP	2020-03-27 12:14	2020-03-27 12:17		2020-03-27 12:17	
Order0044		ASAP	2020-03-27 12:20	2020-03-27 12:21		2020-03-27 12:21	
Order005		ASAP	2020-03-27 12:17	2020-03-27 12:21		2020-03-27 12:21	
Order005		ASAP	2020-03-27 12:15	2020-03-27 12:17		2020-03-27 12:17	
Order006		ASAP	2020-03-27 12:18	2020-03-27 12:21		2020-03-27 12:21	

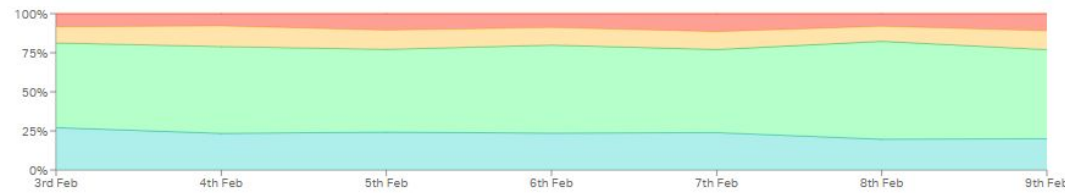


Performance Reports

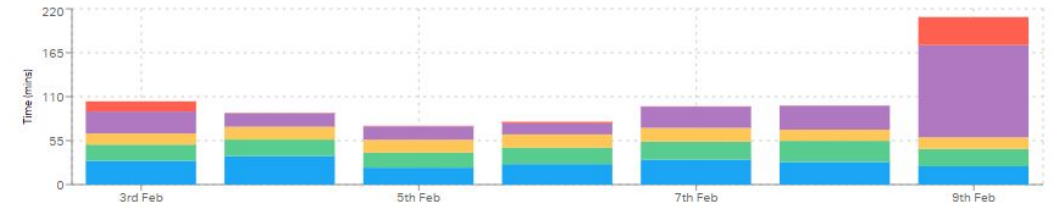
Performance Reports displays graphs regarding average lateness, average time per job, breakdown of this average & more.

25th March 2020 - 1st April 2020

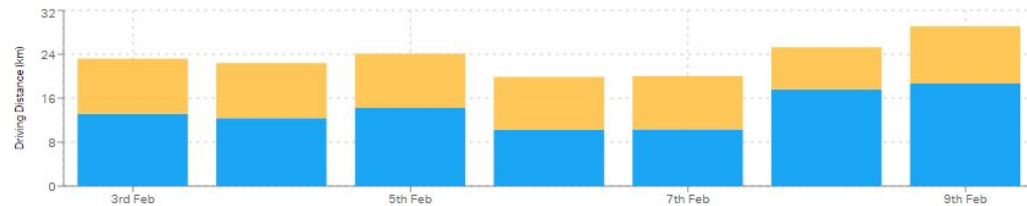
Task Lateness Breakdown



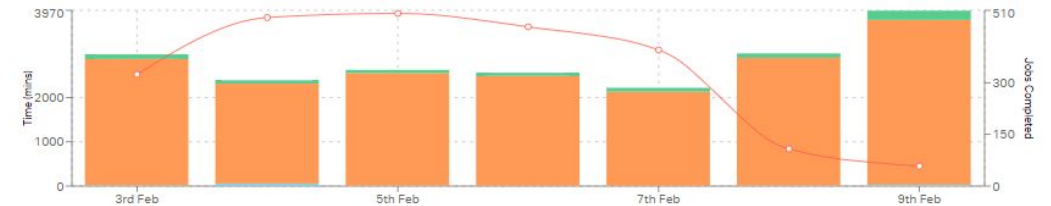
Average Task Duration



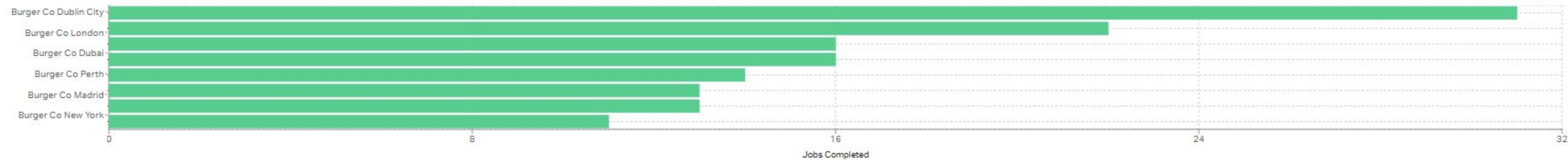
Average Driving Distance



End to End Job Breakdown



Top Sites



Driver Report

The Driver Report shows the breakdown of available hours, jobs completed & more driver related stats broken down driver by driver as per the date range.

25th March 2020 - 1st April 2020

Job Report Job History Performance Rep **Driver Report**

Set Pay Rates

Fixed

0

Per Complete Job

0

Per Cancelled

0

Per Km (Job)

0

Per Km (Empty)

0

Driver Details

Export Driver CSV

You can export this report to a CSV file by clicking 'Export Driver CSV' to the left.

Name	Group	Available Hours	Time on Job	Jobs Completed	Jobs Cancelled	Total Travel (km)	On Job Travel (km)	Off Job Travel (km)	Average Rating	Pay Estimate	Cost Per Job
Anna Davis	Burger Co Dublin	2.43	0.04	1	0	24.02	2.00	22.03	4.0 / 5	0.00	0.00
Anna Davis	Burger Co	0.00	0.00	0	0	0.00	0.00	0.00	N/A	0.00	0.00
Anna Davis	Burger Co Leixlip	0.16	4.42	1	0	3.72	3.72	0.00	N/A	0.00	0.00
Connor Wilson	Burger Co	0.00	0.00	0	0	0.00	0.00	0.00	N/A	0.00	0.00
Connor Wilson	Burger Co Dublin	33.73	0.00	0	0	0.00	0.00	0.00	N/A	0.00	0.00
James Kelly	Burger Co Dublin	6.79	0.00	0	0	0.00	0.00	0.00	N/A	0.00	0.00
James Kelly	Burger Co	0.00	0.00	0	0	0.00	0.00	0.00	N/A	0.00	0.00
Mark Ryan	Burger Co	0.00	0.00	0	0	0.00	0.00	0.00	N/A	0.00	0.00
Mark Ryan	Burger Co Dublin	95.92	0.00	0	0	0.00	0.00	0.00	N/A	0.00	0.00
Michael Smith	Burger Co Dublin	1.77	0.00	0	0	0.00	0.00	0.00	N/A	0.00	0.00
Michael Smith	Burger Co	0.00	0.00	0	0	0.00	0.00	0.00	N/A	0.00	0.00
Sarah Williams	Burger Co	0.00	0.00	0	0	0.00	0.00	0.00	N/A	0.00	0.00
Sarah Williams	Burger Co Dublin	1.53	0.00	0	0	0.00	0.00	0.00	N/A	0.00	0.00

FAQ's

1. How can I set-up a driver?

- Drivers need to be added to a team before they can start using VROMO.
- Click the teams icon on VROMO
- Click 'New Driver'
- Enter the drivers email address, the details of the store & location they are driving for (e.g. Burger Co Phibsboro) & the group they should be saved on.
- Click 'Add driver'
- The driver will then get an email welcoming them to VROMO, asking them to download the app & requesting that they reset their password.
- Once they do this they will be able to log into the VROMO Driver App

2. Why can't I see my driver?

- Drivers must be **logged on** to the VROMO drivers app,
- Have their **location on**
- Be toggled to '**Available**' on the VROMO drivers app
- Under location settings for 'VROMO Driver' drivers need to select the option '**Allow all the time**' if available.

3. Why is the address on VROMO showing incorrectly on the map?

- If an address contains incomplete, incorrect or duplicate information it may not map correctly.
- Addresses can be manually amended by dispatch staff.
- There is also a widget option that can be enabled under promotions on campaigns to prompt customer to confirm their correct address.

4. Why has my screen gone blank / white?

- First try refreshing the browser page.
- If that doesn't work clear the browser cache & refresh again.

5. How do I stop tracking a driver?


- At the end of a shift drivers should make themselves 'unavailable' by tapping the VROMO button on their app & toggling themselves from available to unavailable.
- This can also be done from the dispatch app, on the drivers pane hover over the driver & click the middle icon (person with a line through them) on the right hand side of the drivers name.

FAQ's

6. How do drivers navigate using VROMO Driver app?

- Drivers can choose the navigation app they prefer in the 'profile' page on their driver app.
- Once the driver has a job, to navigate to the pickup/delivery they should click on the corresponding address 'task' in VROMO driver app.
- This will redirect them to their navigation app & pre-populate the destination.

7. How does the driver contact the customer?

- The driver can call the customer by clicking the  icon within the job on their VROMO Driver app.
- This will mask the phone numbers from both driver & customer in compliance with GDPR.
- Please note this service is reliant on a valid number being provided on the order in the correct format including the country code (e.g. +353 87 123 4567) & also the drivers mobile number being saved on their profile in this correct format.

8. Why has the swipe bar on the drivers app disappeared?

- The Available/Unavailable toggle is hiding the swipe bar, click the VROMO button at the bottom of the DRIVER APP & swipe bar will reappear.

WROMO

