



LetsGet.net / Aldelo – Online Ordering Features

CUSTOMER INTERFACE - your solution should reflect your brand, and your customers should enjoy using it!!

Seamless integration with your website	Included	"So seamless, your customers will think you developed it yourselves!"
Graphical design	Included	Your colors, your fonts, your artwork
Menu setup including coupons	Included	Menus behave how YOU want them to!
Usability tested	YES	Solution designed and tested for usability
eCommerce best practices	YES	Avoid common eCommerce mistakes, make the most of all opportunities

ROBUST MENUS - your solution should be able to handle anything you throw at it!

Complex menu items	YES	Pizzas which can be split, toppings which vary in cost by size
Time sensitive menus	YES	Lunch menus and dinner menus with different times of availability
Complex coupons	YES	E.g. "Family Meal Deals," "Buy 2 Get Less Expensive Free..."
Clickable artwork	YES	Click on a coupon, or "eat with your eyes"
Daily specials	YES	Soup of the day, daily specials.
Item level upsells	YES	"Would you like breadsticks with that?"
Menu level upsells	YES	"Would you like to add Toasted Ravioli to your order?"
Cross sells	YES	"Thank you for your order. You can buy our pizza sauce at mysite.com"

OPERATION INTEGRATION - your solution should impact your operations as little as possible

Order delivery by POS integration	YES	Orders delivered directly to your Aldelo POS and through to your make-lines!
Redundant notification by phone or pager	Optional	\$0.25 per phone call; free paging to cell phone or pager
Use restaurant's current merchant account	YES	Online proceeds transacted DAILY via ACH
Price administration through your POS	YES	Price updates on your POS are automatically updated to your online ordering

SELF SERVICE PORTAL - your solution should put YOU in control

Add new users without contacting LetsGet	YES	Give everyone in your organization the access they need
Configurable user permissions	YES	Configure permissions so people can only access what you want them to
Add or change menus or locations yourself	YES	Make any changes to your online ordering - without calling LetsGet!

ONLINE REPORTING - your solution should give you all the information you need when you need it

Reports available online through portal	YES	Access your statements online
End of day reports	YES	For closing the register at the end of the day
Online performance reports	YES	Order metrics by restaurant, by account, by time period
Access to email addresses	YES	Automatically send email addresses to your opt-in email provider

ORGANIZATION FOCUS - your solution should support your organization as well as it does your menus

Share menus across restaurants	YES	For multiple location operators
Support for franchised organizations	YES	Price tiers for shared menus within franchised organizations
Customize menus for any restaurant	YES	Restaurant specific items
"Out of stock" and "on holiday"	YES	Mark items out of stock by restaurant; mark locations unavailable

SUPPORT MODEL - your system should support you in your business

Fully hosted solution	YES	No additional hardware or software to purchase or install
24x7 help desk	Included	Handle emergency situations like power outages and fraud orders
On-going enhancements to software	YES	On-going enhancements to software included free of charge
Opportunity to influence product map	YES	Many special requests can also be done for free
Additional services available	Optional	Training classes, menu re-design, customized features