



# On-Line Ordering Benefits

## ***Benefits for Restaurants***

- Improved quality and consistency of customer service
- Increased sales and average ticket size
- Increased order taking accuracy
- Reduced order taking costs
- Repeat customers
- An online ordering service matched to your business process and work flow
- Orders sent directly to your POS, fax machine or email
- Convenience and choice for your customers
- Warehoused information on each customer is excellent for direct marketing and promotions
- An effective marketing tool for attracting new client

## ***Benefits for Customers***

- Convenient, intuitive and point/click ordering
- Easy to view and browse whole menu
- No more staying on hold for phone reps
- Control over pace and flow of ordering without being rushed
- Family members and groups can have fun collaborating and choosing items
- Easily recall and resubmit previous orders
- Increased efficiency