

PUNCHH BEST PRACTICES

Top 4 Tactics to Increase Average Order Value

Average order value has always been an important metric to track as it tells you how well you're maximizing your sales. In this current environment, most restaurants are experiencing a significant drop in sales. According to the recent [Punchh + Hathway Weekly Pulse Trend Report](#), AOV also dropped the initial two weeks at the start of the Coronavirus pandemic in the U.S. However, weekly AOV has since been rising 2-3% week-over-week compared to the first half of March as brands pivot their business operations.

Marketers should be looking at ways to increase AOV by addressing the new circumstances of individuals' and families' daily lives.

SITUATION #1

People have more time to cook

Solution: Create Take-n-Make Meal Kits

Most activities outside the home have been eliminated, giving people more time to prepare meals. Restaurants should consider pivoting their operations to offer meal kits. Restaurants can create "take and bake meals" to meet customers' needs for home-cooked food. Include a card that tells customers how to prepare, serve, reheat and store the food. Plus, don't forget to ask for their next order.

SITUATION #3

People are anxious and confused

Solution: Limit Menu Offerings

Many people are feeling overwhelmed during this current situation and having too many menu choices can add to their stress. Limit the number of menu items available. Choose items that have good margins and that help guide and simplify the ordering process for customers.

SITUATION #2

Families are eating together more

Solution: Promote Family Bundles

Instead of relying on customers to choose individual entrees a la carte for their families, restaurants can prepare and promote family bundles. All meals can be made to feed whole families for one or two dinners such as a sheet of lasagna that's easily reheatable. Restaurants, particularly those that offer international cuisine, can help families who crave something particular and need an easy approach for meals.

SITUATION #4

Everyone needs the basics

Solution: Add Grocery Items

Serve your community by leveraging existing supply chains, food-service relationships and technology to provide a pop-up grocery store or bodega with shelf-stable, unhandled, ready to eat foods. Items related or unrelated to your menu, including everything from bread, canned tomatoes, toilet paper, etc. have the potential to increase your AOV.

For more guidance and tools, visit [Punchh.com/insights](https://punchh.com/insights)
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