

PUNCHH BEST PRACTICES

How to Derive Top Benefits Through Online Ordering Implementation

Over the past month and a half you have made it a priority to communicate how customers can get food from you. Many of you have put processes in place such as online ordering so your valued guests can connect directly with you to place orders for carryout, curbside pickup and delivery. Continue to get the most from your technology investment as your restaurant looks to re-open.



Why Online Ordering is Important

- Work with a partner who can help get online ordering up and running quickly and easily
- Limit profit loss by eliminating 3rd party fees and by freeing up your staff from taking phone orders
- Stand out from your competition by not having to compete for attention on 3rd party sites
- With integration, gain more insights into your customers' behaviors
- Stop brand damage by not relying on a 3rd party service that doesn't give you control over menu items or delivery quality
- Enhance the customer experience through access to only branded technology and brand-trained staff



What Marketing Tactics will Increase Customer Engagement with Online Ordering

- Increase spend lift by including additional check points before completing orders, such as Add a Side
- Send marketing campaigns via email, text, and push notifications to continue highlighting online ordering
- Segment customers by whether they have ordered online or not to promote specific offers
- If possible, offer special rewards for loyalty members to incentivize online ordering
- Promote trending menu items such as family meal deals, meal kits and take-and-bake meals



How to Highlight Your Online Ordering Capabilities

- Call out on your website from your home page with a banner or button
- Promote through email, text or push notification from your app
- Emphasize through social media with messages about ease and convenience and a link to your online ordering page
- Remind guests on your phone message system to download your app for faster, easier online ordering
- Add an online order button on your yelp and Google My Business pages

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For more guidance and tools, visit Punchh.com/insights

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