Ordering technology can improve revenues

by Patrick Eldon, CEO of OrderTalk, Inc.

August, 2010

As technology continues evolving to support programs which allow us to communicate faster, easier and more affordably, it opens the door to new economic and business development. The restaurant industry stands to benefit from taking advantage of these technological advances by creating cost–effective and customer–friendly programs for mobile devices such as smart phones and compact, powerful computers which allow for increased revenue, decreased overhead and a satisfied, loyal client base.

Just how does it work and why should restaurateurs move in this direction? Here are some tips on how to capture market share in this $580 billion industry:

1. Increase Order Value — Using online and mobile platforms for ordering can increase order value up to 20 to 40 percent by taking advantage of intelligent up–sell software. For customers, the hassle–free, visual program allows them to make informed purchases by browsing items through picture icons, without the stress of making a quick decision while in line. The up–sell software then stores information from a customer's previous purchases and can suggest items from categories customers have not browsed, such as beverage and dessert options.
2. Increase Order Frequency — The convenience of ordering online from applications created specifically for favorite food destinations downloaded directly onto an iPad, iPhone or iTouch allows customers to place orders at times when they may not have otherwise done so, such as during a short lunch break. The convenience of time coupled with the software which recognizes previous purchases and is structured to replicate orders, increases the likelihood of return customers.
3. Decrease Labor Costs — Properly training staff in all aspects of the menu and tactics in up–selling and cross–selling to increase order value is costly and time–consuming. The program allows patrons to place pick–up or delivery orders, browse and select menu items for an in-location experience and even pay the bill directly from their hand–held devices, eliminating the need for servers in many quick service and fast casual restaurants. An added benefit is that the in–store program reduces error and decreases wait time by allowing orders to arrive directly to the point of sale or ticket printer in the kitchen, providing quicker, more efficient service.

4. Provide Accurate Data Capture — Knowing the target market augments a positive experience for the customer. Intelligent online ordering programs capture information about customer's spending and ordering habits, consumer trends, product popularity and customer loyalty providing a restaurant with valuable information which can decrease overhead and increase customer satisfaction when applied to in–store sales.
5. Customer Satisfaction — The user–friendly interface gives customers the control to browse, make decisions and purchase orders from their personal devices, providing for a level of comfort that is matched only by the online purchasing programs used from home. The comfort and convenience, coupled with the purchase recall and up–sell techniques of the intelligent software enhance the relationship between the customer and the restaurant.

Expanding ordering techniques by including remote, mobile and social applications increases the ability for restaurants to increase customer satisfaction while capturing market share by providing comfortable, convenient and efficient options. Programs that incorporate up–sell and cross–sell techniques also allow restaurants to provide a better product to customers while substantially increasing revenue.

In today's ever competitive world of fast and quick service dining, this technology not only brings restaurants added value, it also captures the attention of the younger demographic whose lives revolve around the latest state–of–the–art devices. And who wouldn't want a piece of that pie?

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About orderTalk
Since 1999, orderTalk, Inc. has provided the restaurant industry with online ordering solutions including remote ordering, mobile applications and social media applications. As the leading provider of on-demand software and solutions, orderTalk provides exceptional service designed to decrease overhead, maintain customer loyalty and increase order frequency and check average.