



**Getting started with
digital ordering**



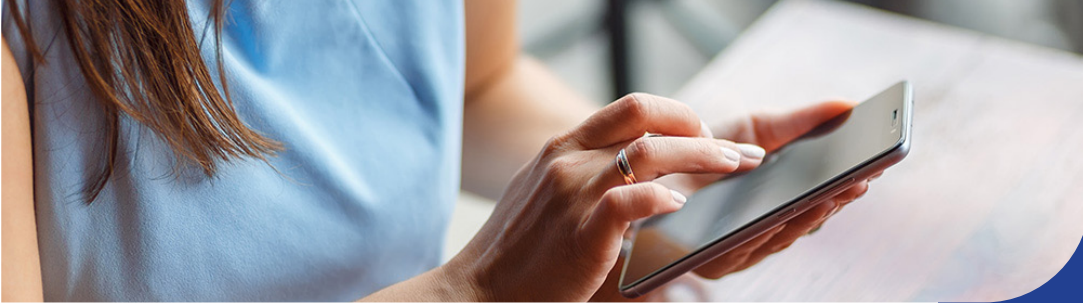
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The question isn't 'should we introduce digital ordering?'— it should be 'when will we introduce digital ordering?' The answer to that question is: As soon as possible, BUT, only when your operations, staff and marketing strategy is ready for it and when you know you won't be undermining any business fundamentals through the process.

Staff training is key for the success of the platform but is often overlooked. Staff should be able to answer any questions the customer has about the service and ensure that, even if the customer isn't using it this time, they know about it for next time.

For detailed guidance on using the platform and its features, please further refer to the Knowledge Base, accessed via your QikServe dashboard.



Day-to-day guide for all staff

The way that you use the QikServe platform will likely be different to the way other businesses do. However, there are some key operational components that should be kept in mind.

Operations guide

We recommend, before launching the platform, that you create an operations guide specific to your company. This should cover protocol for:

- What to do when orders come in.
- How to programme orders into the till.
- How to cancel orders and issue refunds.
- How to describe and promote the service to customers.
- How and when to send push notifications (and what they are).
- How to determine order preference (relevant for businesses such as coffee shops).

Software configuration

How the software is configured and used will differ from business to business and location to location but there are some key operational components to consider. Please ensure that:

- The order screen is available to access by staff. This can be via a tablet at the front of house, or a laptop. Alternatively, you can set up receipts to autoprnt as they are received.
- All staff are aware of the Knowledge Base which explains how to use the order screen as well as the dashboard, from which events like Push Notifications can be managed.





Answering common customer questions

The following are questions - alongside suggested answers - you might receive from customers about your online and/ or mobile ordering service. We recommend that you create your own version of this Q&A and make sure your team knows the answers.

Q: Will my card details be safe?

Suggested customer response

Yes, we don't see or keep your card details, everything is securely managed by the payment provider.

Further internal details

All card information is managed by the payment provider which is PCI DSS compliant. QikServe (the platform) does not manage or see customer card details.

Q: Are you GDPR compliant?

Suggested customer response

Yes, our ordering platform is GDPR compliant.

Further internal details

Yes! See below for a full statement on GDPR from QikServe.

QikServe and GDPR

On May 25, 2018, a new landmark privacy law called the General Data Protection Regulation (GDPR) took effect in the European Union (EU). The GDPR expands the privacy rights granted to EU individuals, and it places many new obligations on organisations that market to, track or handle EU personal data, no matter where an organization is located. QikServe is here to help our customers in their efforts to comply with the GDPR through our robust privacy and security protections.

QikServe welcomes the GDPR as an important step forward in streamlining

data protection requirements across the EU. Similar to existing legal requirements, compliance with the GDPR requires a partnership between QikServe and our customers in their use of our services. QikServe will comply with the GDPR in the delivery of our service to our customers. We are also dedicated to helping our customers comply with the GDPR. We have closely analysed the requirements of the GDPR and are working to make enhancements to our products, contracts, and documentation to help support QikServe's and our customers' compliance with the GDPR.



1. Privacy policy

Our privacy policy makes it clear what data we collect and why. Personal data is collected from visitors to the QikServe website, consumers who use the pre-order service and from venue staff who manage the pre-order platform via the dashboard tools.

2. Your marketing preferences

Customers have the choice to receive marketing communications when they access the digital ordering service. If they decide they would like to receive marketing, they'll also be able to select how they receive this.

3. Managing your preferences

We have created a Preference Centre where customers can review and, if necessary, change the choices they've made whilst using the service. They can easily access this via the Account Settings section of their App Web account.

4. Data Security

Data security has always been at the heart of what we do and we continue to process and hold data using the appropriate technologies.

Q: What if I turn up early/late/change my mind?

Suggested customer response

That's absolutely fine, you just need to give us a call or drop us an email if you can anticipate it. We'll make sure we take a note of your request on our end.

If you've changed your mind and want a

refund, be aware it can take a few days to show up back in your bank account.

Further internal details

Yes, you can cancel the order on the QikServe platform and issue refunds, as needed, in the normal way.

Q: Can you delete me as a user?

Suggested customer response

Yes, just let us know your email address and we'll remove you.

Question

Why do you need my email address?

Suggested customer response

Your email address is required because we need to issue you with an e-receipt as proof of your purchase.

Q: How do I find out about special offers?

Suggested customer response

You will receive these from us via marketing emails and/or push notifications. Alternatively, they might be displayed directly for you on the menu.



How to adapt your operations

Staff numbers

Keep a close eye on staffing to make sure that your employees can handle any extra workload that might arise out of taking online/mobile orders. Depending on your business, you might need to assign extra staff members during busy periods.

Delivery and collection zones

If serving food for takeaway, clear an area behind the counter currently occupied by non-essential equipment to create a dedicated staging area for packaging delivery orders. Alternatively this can be managed in the kitchen.

You might even want to create a 'ordering command center' during busy delivery times where a dedicated person can manage the computers and tablets intercepting orders and entering them into the restaurant's POS system (if it isn't already integrated).

Testing

QikServe's Customer Success Team is poised to help you through testing and will answer any of your questions as you work through this stage. You can also access QikServe's Knowledge Base, our portal designed to guide you through the

set-up and use of the platform.

Test your app in real-time internally. Dummy-runs like this will help you and the wider staff understand the various elements of the app. It will also help identify any weak areas in your digital operations so you can iron out issues in advance of your public launch.

At this stage, be sure to involve employees and get a fresh perspective of the platform - this can sometimes provide a completely new viewpoint. You can expect the most authentic feedbacks from your employees and this can also foster good relations between the management and employees.





Layout

With an increase in digital orders, your point-of-sale layout may need to be adjusted. For a bar or canteen, this might require having a dedicated collection area. In a restaurant, it could mean less tables and larger pick-up areas.

For particularly busy restaurants, forecourts or takeaways, it could mean aligning kitchen equipment differently and creating digital ordering collection parking spaces to ensure customers can get in and out, as quickly as possible.

Customer prioritisation

Proper wait list management is essential for reducing walkaways. Because loyal customers bring in most of your business, it's important to prioritise these customers by minimising their wait times and engaging them while they wait. They do not want to feel demoted because they haven't pre-ordered.

Proper wait list management will ease congestion, keep traffic flowing smoothly in and out of your business, and most importantly, add more revenue to your bottom line. You might want to limit the number of digital orders that can be taken for each collection time slot so as to keep in-store traffic flowing.



Photo: A client using dedicated fridges for click & collect orders; orders are alphabetised so customers can easily pick up their food, without staff interaction.



How to market your new service

For each of the suggestions below, QikServe can provide suggestions for written copy and graphic design as well as targeting recommendations (for social adverts). We can also create materials if required (a cost would be involved in material creation).

In-store or venue marketing

'In-store' signage is a simple but effective way to promote the platform. You might consider creating some pre-launch collateral, but do keep this minimal as it will be void once the platform launches. We recommend limiting pre-promotion to window advertising and/or wall posters. Consumers have short memories and will engage better once the platform has been released.

The following pieces of printed collateral can be used in-store to draw the eye of the customer and promote your digital ordering service.

- Static signs on above counter screens.
- Static signs on the tills.
- Signage to highlight the pre-ordering queue (Churchills (pictured here) does this very well, using a lightbox to indicate the separate queue).
- A5/6 flyers to give out in-store.
- A4 wall posters.

- A1 window advertising.
- Pavement board advertising.
- Business cards with information about the platform and how to use it, to be included in takeaway bag cup holders and on front desk. The business cards might include a QR code to direct people to the app/platform online.
- Receipt messages - a simple message can be printed on the till receipts about using the platform next time.





Face-to-face marketing

Some of the collateral you create for 'instore' can also be used externally. If you have the capacity, getting out and liaising with your audience direct can be very effective.

Consider:

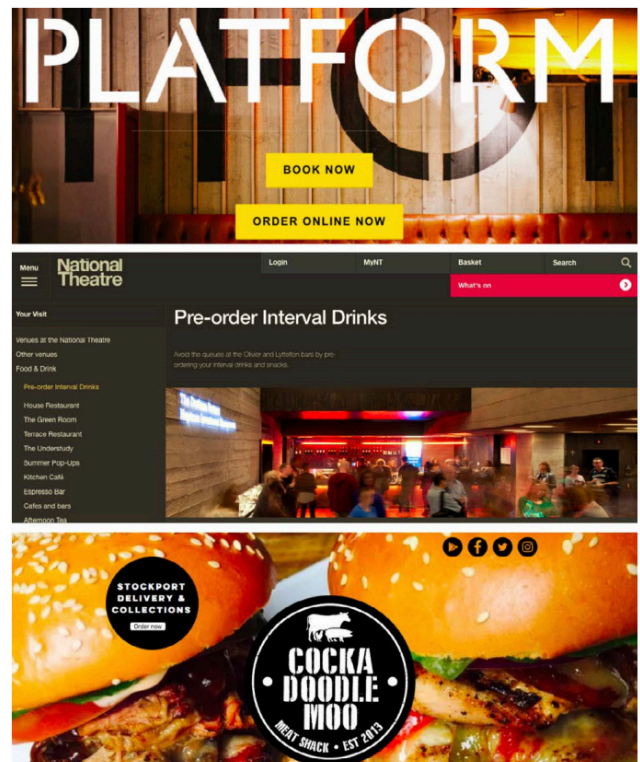
- Handing business cards with information about the platform and how to download it to office managers at local businesses - you might want to include a corporate discount code.
- Giving A5/6 flyers out to people on the street.
- Dropping flyers at local university halls if close by.
- Organising a pop-ups at local co working spaces. Here you can promote your food/drink while also handing out flyers with information about your ordering service.

Digital marketing

Use your owned channels (i.e. your website and social profiles) to talk about the platform - promote using these heavily in the launch month.

- Blogging - if your website has a blog, make sure to include a post announcing your new service. If not, QikServe will be drafting a blog about your new service. It will go live with your platform and you can link use your social profiles to link to this. You might also send your blog as a news release to local media - QikServe's marketing team will discuss this with you as part of your initial marketing chat.

- Customer emails - is there scope to include a small advert for the platform in any emails you send to customers?
- Use a digital marketing platform such as Mailchimp to send a colourful, image-led email to your database announcing the platform and offering an exclusive discount to 'loyal customers' that use the platform.
- Consider (short-term) a home-page pop-up to promote the service on your website or add a website section promoting the service (see below images for examples):





Social

You should be using social posts on platforms such as Instagram, Facebook, Twitter or Snapchat to connect with your customers. When promoting the new service, you might want to put a small amount of money behind a post/advert in launch week. Use this post to encourage downloads, sign-ups to your newsletter, or to promote offers associated with the platform.

Smoky Boys Amersham
6 May at 16:55 · €

If you can be bothered moving from the sofa today, you'll be rewarded with 10% OFF all collection orders! 🍔 If not, we deliver!
<http://www.smokyboys.com>



Balls.ie is with Dessie Farrell and 9 others.
26 March 2015 · €

Like Page Learn More

We've got TWO TICKETS for Ireland v Poland up for grabs, thanks to the RapidQ app which lets you order Aviva refreshments straight from your phone. Like our page, share this post and tag a friend who you want to go with. Read more about the prize and the Rapid Q app here... <http://balls.ie/.../giveaway-win-2-premium-level-tickets-to-.../>

If you are stuck for inspiration, we suggest looking at what other companies are doing to promote the platform to their customers - we've included some example Facebook posts below. These ideas can be replicated on other platforms. You'll see that 7Bone has the words 'shop now' at the base of the post, this indicates that it was a paid for post to encourage orders. Aviva and Cockadoodlemoo have used a competition to promote the platform and extend the post's reach and brand awareness. Churchills and Smoky Boys are using discount offers in their posts to encourage awareness and use.

CockaDoodleMoo Rochdale
2 May at 18:00 · €

Congratulations Elizabeth Kate you have won our competition of £50 #mootoyou takeaway for you and three friends. Please email your details over to general.info@cockadoodlemoo.com to claim your prize. We hope you enjoy your Moo delivery #mootoyou #competition #winner



7Bone Burger Co
28 September · €

Like Page Learn More

Ordering *7BONE TAKEAWAY* in Reading just got a whole lot easier!

Simply visit our website www.7bone.co.uk/takeaway, [orderonline](#) and then swing by our Reading joint to collect! 🍔





Encourage endorsements

As part of your digital marketing you should encourage reviews and endorsements to be left online. First off, consider where might you want endorsements to appear:

App/Google play store
Local media
Food and local bloggers
Google reviews
Facebook reviews

The content of an endorsement must not be manipulated by rewards, i.e. you shouldn't promise payment or discounts based on receiving positive reviews. However, you can encourage people to leave product reviews - no matter the content - and reward them for having taken the time to do so. Let users know that, for example, if they leave a review, and link you to it, you would be willing to give them a 10% discount on their next order.

You might also contact local bloggers or media, inviting them to try out and review your new app for free - you might offer them a free meal worth (for example) £10 as recompense for them trying it out.

If you receive reviews, try to respond to them with thanks, or, if negative, by asking the person to contact you direct to discuss their concerns. Do not allow yourself to be publicly baited if you receive a negative response. If, for some reason, there are negative comments about the technology - make sure you let the QikServe team know.

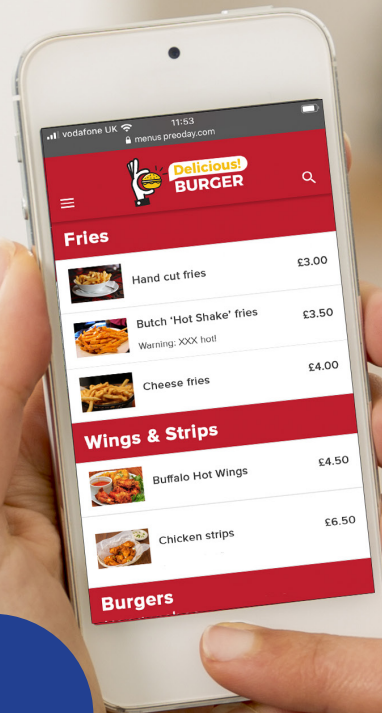
Extras: VIP experience

If you're a commercial food service business you might consider creating a VIP experience for customers using the platform, giving them the red carpet treatment. This will work well for creating 'queue envy'. However, limit this to one day

or one week maximum. After this you risk alienating customers that do not wish to use the platform and feel they aren't receiving your full attention.

You will need to start publicising the VIP experience in any pre-launch collateral - customers will have had to make their orders before turning up in order for this to work. Ideas for VIP experience - note - you do not need all of these, we suggest two-three elements be used:

- Large discount - first 48 hours only - encourage those that purchase to tweet about the experience.
- Free samples to be sent to prospect customers.
- Instagram frame - encourage customers to take a photos of their food (or themselves) in the frame in return for a discount.
- Roped off queue space and red carpet 'collection runway'.
- Entry into prize draw - winner receives a free item from the menu - e.g. free burgers - for the month (five free meals).
- Small, free, branded gifts.
- Balloon arch at storefront to draw attention to the launch - have an employee at the front of the store, handing out flyers to explain you're celebrating the launch and if they use the platform to order, they will receive the in-store VIP treatment should they order that week.



About QikServe

QikServe is the enterprise platform for guest self-service in hospitality. Using any channel from kiosks and tablets to web and mobile apps, hospitality operators can provide powerful in-store and off-premise solutions from ordering to payment, giving guests the convenience to order and pay for their food and drinks whenever and however they want.

In January 2020, QikServe acquired Preoday, the branded mobile application and online ordering technology provider.

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