

4 Steps for Choosing an Online Ordering Partner

Online ordering is revolutionizing the restaurant industry, with 60% of consumers ordering takeout or delivery at least once a week. And while there are many options for choosing an online ordering partner for your business, not all services are going to be the right fit. Here are 4 easy steps for choosing an online ordering partner that will help you increase sales and retain loyal customers.

1

GO MOBILE-FIRST.

Today's consumer has a craving for convenience, so having mobile ordering for your restaurant is a must if you want to compete. In fact, according to Business Insider, mobile order-ahead is projected to be a \$38 billion industry by 2020.

Make sure to choose a vendor that can build you a great mobile app and allows you to take orders from Facebook. An app just for your restaurant, meanwhile, will boost loyalty by giving your customers a convenient and fast way to order on the go.



2

AVOID PAYING COMMISSIONS ON EVERY ORDER.

If you plan on being able to support the volume that online ordering brings, the math needs to make sense. Many [delivery apps will charge 15-40% on every order](#) you receive. Avoid signing with services that charge a percentage and choose one that charges a flat-monthly rate for unlimited orders. If your phone company took 15%-40% every time you took an order over the phone, you would have stopped taking phone orders a long time ago.

3

KEEP YOUR CUSTOMERS.

The ability to collect customer information (e.g., names, email addresses, and order history) from orders placed online gives you the insights needed to run promotions and campaigns to get hard-earned customers ordering again and again. While it may seem like a no-brainer that your restaurant should have full access to information about your customers, many vendors withhold this information from their restaurant partners.

4

OWN YOUR BRAND AND PRIORITIZE MARKETING.

Look for a vendor that focuses on elevating your restaurant and helps you develop deeper connections with your customers. Your online ordering technology should look and feel polished and well-designed while letting your food, logo, and brand step to the front. Choose a partner that will develop custom marketing materials and digital campaigns that drive customer retention.



Start growing your to-go business. Visit Get.ChowNow.com or call **888-707-2469**.